Social Media and Dawah

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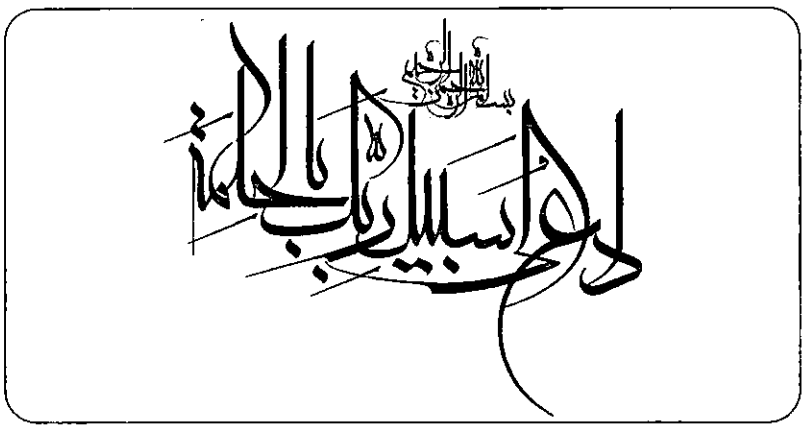
Dawah



Dawah, in Islamic perspective, is the process of calling, conveying, inviting people towards the message of Islam, towards Allah, towards the truth, towards the right path prescribed by the Almighty for all mankind. Dawah is to invite and encourage people to voluntarily submit to the Will of Allah, by worshipping Him alone and following His Commandments.

Dawah, in essence, was the Sunnah of all the Messengers and Prophets of Allah. They invited people out of darkness (ignorance) into light (knowledge) by calling upon them to worship the One True God and shun the false deities. Prophet Muhammad (PBUH) was the last and final messenger of Allah sent to mankind. With the Prophethood coming to an end, it becomes a noble obligation for all Muslims to convey the message of Allah and invite mankind to the truth. Prophet Muhammad (PBUH) in his final farewell sermon, concluded with these words, 'Let those who are present, convey to those who are not present.' Allah states in the Quran:

"Invite to the way of your Lord with wisdom and good instruction and argue with

them in the best manner possible. Indeed, your Lord is Most Knowing of who has strayed from His way, and He is Most Knowing of who is (rightly) guided." (Quran 16:125)

Although dawah is obligatory upon all Muslims, it should not be understood as the struggle to convert people to Islam. In fact, Islam never declared the conversion of people to the faith as an obligation of Muslims. Guidance comes only from Allah, the Almighty. Only He knows who is worthy of and qualified for His guidance. He tells his Messenger in the Holy Quran:

"Indeed, [O Muhammad], you do not guide whom you like, but Allah guides whom He wills. And He is most knowing of the (rightly) guided" (Quran 28:56)

The job and duty of Messengers and Prophets, as well as all dae'es are to remind others of the Message in clear terms and as kindly as possible. The rest is up to Allah.

"Your duty is only to convey the message; and on Us is the reckoning." (Quran 13:40)

Our Role Model for Dawah: Prophet Muhammad (PBUH)

Like in all aspects of a Muslim's life, Prophet Muhammad (PBUH) stands out as the greatest Daeé and a role model for all dawah workers. Allah says in the Quran:

> *"Certainly, you have an excellent model in the messenger of Allah for one who hopes (to meet) Allah and the Last Day and who remembers Allah again and again."* *(Quran 33:21)*

His whole mission can be summed-up as 'dawah'. In fact, dawah can be termed as his biggest Sunnah. He spent his whole life calling people towards Almighty Allah. He made utmost effort to reach out to maximum people and make them aware of Allah's Guidance.

- He invited people to his home.
- He stood on the mount of Safa and called.
- He visited the Hajj camps at Makkah.
- He went to Taif.
- He sent letters to the rulers.
- He sent emissaries to various tribes.

He used to say, **"Don't create hindrances between me and the people."**

Social Media: A Gift from Allah

Almost 1500 years after the departure of Prophet Muhammad (PBUH), Allah gave the biggest dawah tool to the Muslims in the form of social media and removed all hindrances between them and the people. It has opened up immense possibilities for dawah and it becomes the duty of all Muslims to put this tool to its best use. Dawah through social media would certainly be the most appropriate way to show our gratitude to Allah for this great gift.

Social Media is the best medium for dawah, a dae'e would wish.

What is Social Media?

Social media is generally defined as a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. In other words, it can be said that, "social media are web-based sites that facilitate the interaction of people with each other."

In order to get a clearer understanding of it, let us break the term 'social media" down into its components and look at each word separately.

'Social' refers to interaction amongst people by sharing information with each other.

'Media' refers to a tool of communication i.e. the internet (TV, radio, and newspapers are referred to as the traditional forms of media).

From these two separate terms, we can piece together the basic definition:

Social media are communication tools that enable people to interact with each other, through internet, by sharing information back and forth.

As it involves a two-way sharing of information and communication it can also be expressed as a media that allows discussion and interaction, as opposed to broadcast, which is a one way communication only.

In terms of Dawah, *social media are web-based communication tools that enable people to send out Dawah messages (text, audio, video, etc.) and interact with other human beings in general, and our non-Muslim brothers (mad'u) in particular.*

Social Vs Traditional Media

It is so easy to recognise a newspaper, a radio or a television. We all have grown up with them and have used them for our dawah activities. So, we can recognise them as traditional media.

Are the days of the traditional media and their use for dawah over? What are the advantages and disadvantages of the two?

These questions need to be answered.

Traditional media refers to those forms of mass media that work to deliver news and information to the general public or to a selected and targeted group of people.

Traditional media includes the print media (newspapers and magazines) and the broadcasting media (television and radio). It also includes their digital version

such as the digital newspapers and blogs.

The traditional media still continues to play its role despite the phenomenal rise of social media. It would continue to flourish and be used as a dawah tool as it has its own unmatched benefits. The comparison below spells out the differences between the two.

- Social media has an almost infinite reach, while traditional media is generally limited and more targeted.
- Social media is more versatile as it has the possibility of changes even after publication, whereas this option is not available in traditional media.
- Social media is instant, while traditional media can be delayed due to many factors.
- Social media is a two-way conversation, while traditional media is generally one way.
- Social media may have unreliable and unverified material, whereas traditional media is more reliable and accurate.
- Social media marketing is far less expensive.
- The cost of reaching the same number of people through social media is just a fraction of the traditional media.

As you can see from the above comparison, traditional media and social media both have their pros and cons and can be effectively used for dawah depending upon the situation, the goal or the strategy.

Instead of thinking traditional vs. social in the sense that one is slowly replacing the other, let us think instead of how the two can work together to help achieve us our overall goal of spreading the message of Allah.

However, one should always keep in mind that traditional media dawah tactics would be very different from the tactics we use on social media.

Difference Between Social Media and Social Networking?

Although most of the times these two terms are used interchangeably, they are not the same. There is a difference between the two and we need to understand it before we proceed further.

Social media is a way to transmit, or share information with a broad audience. Everyone has the opportunity to create and promote dawah messages on social media. All one really needs is a device with internet to launch himself in the virtual world of dawah.

Social media has many platforms and fortunately all can be used for dawah. Some of the most popular ones are Facebook, Twitter, Instagram, Quora, Snapchat, You Tube, LinkedIn, Pinterest, Reddit etc.

On the other hand, social networking is an act of bringing people together through web. Like-minded people, with common interests, associate themselves together on these sites and continue to build their relationship.

It can be understood as a coming together of many *dae'es* for the purpose of dawah. In social networking this linking is done through internet and thus it becomes possible for *dae'es* living at far-off places to come together, form strategies and support one another for the common cause of dawah.

Both Social Media and Social Networking are online based. While the goal of social media is to interact and generate views and news, the goal of social networking is to build a network and encourage relationships.

The essence of dawah is interaction with people. Thus, both Social Media and Social Networking come in handy in boosting interaction among a wide range of audience spread the world over.

History of Social Media

Social media is now an integral part of our lives. We use it to connect with friends and family, to catch up on current events, to entertain ourselves and most importantly for dawah work. Over 40 Crore Indians, and more than 3 billion active users globally, use social networking sites. However, this was not always the case.

Just 15 years before, in 2005, penetration of social media in the U.S. was a meagre 5 percent, and most of world did not even know about it. The rise from this initial and humble start has been brief but tumultuous and a glance at its history provides an interesting reading. More so for a dae'e, who needs to adapt and keep pace with the extremely fast changing trends. Anything that can help us reach our target audience in a massive way, should be an in-thing for us.

The evolution of social media began in the 1970s when various private and public organisations began to explore ways to get computers to communicate with one another. However, it was not until the 1980s, and the 1990s, that personal computers became a normal practice, which set the stage for the emergence of social media.

The idea that an average person could log on to the internet and write about what they were thinking, feeling or doing, and that these posts can be accessed by other people at any time, enabled people to understand the full significance of the internet.

In 1997 the first social media site Six Degrees was created and it offered users to upload their profile and make friends with other users. Two years later, in 1999, the first blogging site came up and immediately became popular. It created a social media

sensation that is still popular today.

The invention of a blogging site was such a hit with the people that the popularity of social media began to explode, and new sites began to come up. LinkedIn and MySpace, popular even today, were created in the early 2000 and immediately gained prominence. Sites like Photobucket and Flickr came on the scene and brought about a new revolution in photo sharing. In 2005 YouTube was created. It introduced an entirely new way for people to communicate and share with each other even across great distances. Facebook, the most popular platform of the present age, was launched on 4th Feb. 2004 followed closely by Twitter which came on the scene in March 2006 and both became available to users throughout the world. Other sites like Tumblr, Spotify, Foursquare and Pinterest emerged later on to fill specific social networking requirements.

Today, there is a huge variety of social networking sites. This has created an environment where users can reach the maximum number of people and still maintain the intimacy of person-to-person communication. What would be the stature of social networking in the next decade or even 100 years from now, one can only speculate, but there is no denying that it would continue to exist in some form for as long as humans are alive.

Chronology of Social Media Evolution

1971: First Email was sent by Ray Tomlinson, a Computer Engineer, to himself on another Computer in Cambridge, Massachusetts.

1986: An automated mailing list manager site Listserv was developed.

1988: The First Chat System, Internet Relay Chat (IRC), was developed. It allowed users to exchange Text messages over the Internet in real time.

1996: Six Degrees, the first social networking site was created.

2002: Friendster, a Malaysian-built platform, came up. Although defunct now, it was considered to be the hottest thing in social networking at that time.

2003: LinkedIn emerged and went on to become the most popular social media Site for business in the World. It is still going great and has

more than 500 Million Users.

MySpace also came up in 2003 as a rival to Friendster.

2004: Facebook, the most popular and the King of social media came up. It was founded by Mark Zuckerberg and has a monumental, around 3 Billion Users.

2005: YouTube emerged as video sharing platform that revolutionised Video streaming and storage.

2006: Twitter, the now famous microblogging site emerged. It boasts of over 500 million users.

2007: Tumblr came on the scene.

2009: WhatsApp, the most common messaging platform today, was created. It has 1.5 billion users around the world.

It was after this, that the real social media revolution began and new platforms began to emerge almost by the day.

2010: Instagram came on the scene.

Pinterest also joined the bandwagon in the same year.

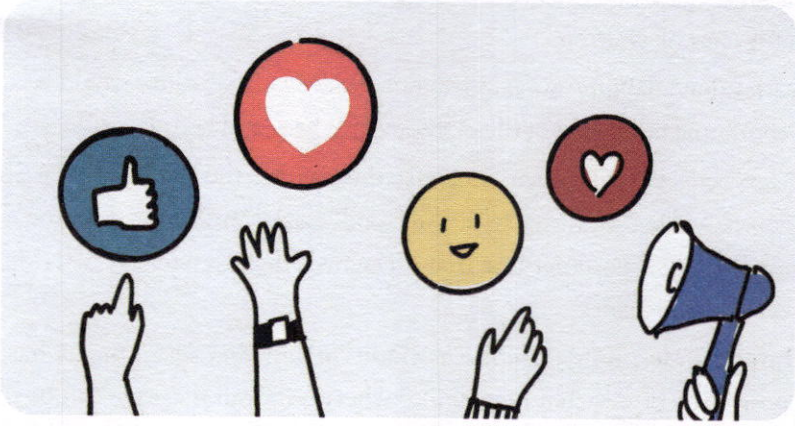
2011: Snapchat

2013: Selfie

2016: Facebook Live

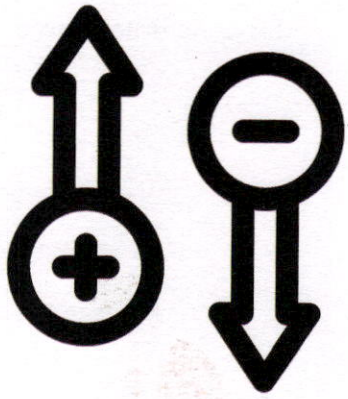
2017: TikTok

Today, there are numerous and diverse variety of social media platforms available to a user. They present a multitude of options to suit everyone's taste and liking. From sharing videos and photos to microblogging and blogging and question answers, they present an opportunity for dawah as was never available before. As the need for dawah would exist as long as human beings live, we can very well understand the tremendous role that social media would play in the field of dawah in the coming generations. Staying away from it would amount to rejection of Allah's greatest dawah tool to Muslims.



Positives and Negatives of Social Media

All inventions have had their positive and negative aspects. Although majority of people have utilised the positive side, there have always been some who tried to put it to negative use for their vested interests.



Social Media, like all new technologies and inventions, also has its positives and negatives. A dae'e needs to be extra cautious not to venture into the negative side, as not only would all his efforts go in vain, it would also invite the wrath of Allah Almighty.

Positives

Following are some facts that highlight the positives of social media for dawah.

Easily accessible: With a mobile in hand and loaded with internet, one can access and use any platform of ones liking for dawah.

Easier to reach younger generation: They form the majority of the social media user population and are more liable to give ears to our dawah messages.

Direct connection with audience: Social Media connects us directly to our madoos without the requirement of a go-between.

Above Geographical Boundaries: Geographical boundaries and visas have lost

their relevance with social media. One can put across messages to audiences across the globe at the click of a button.

24-hour availability: Social media never sleeps. There sure would be someone online from some other part of the globe, even at very odd hours.

Everybody is there on it: **Not just the youths,** the reality is that the older generation has also caught up with the trend. Social media has become a part of everyone's life and it is something that influences their day-to-day activities. What more would a dae'e want?

Targeted Messaging: Unlike the traditional media, social media has opened up the possibility of targeted messaging, where a dawah message can be delivered directly to a selected few only. Sending customised dawah posts is one of the greatest advantages of social media.

Large Audience: Out of the 7.75 billion world population, a staggering 3.2

billion (42%) are using social media. It is a great opportunity for the dawah workers, the world over, to connect with them. Never has accessibility been so easy.

Organic content: The opportunity to post organic content for free is an incredible benefit of social media for dawah. Innovative contents are more likely to go viral. One can share as much content as one wishes to put across the message.

Variety of Content: Social Media platforms enable you to post texts, photos,

videos, and more. It opens up immense avenues to design your dawah content and make it as attractive and appealing as possible.

Easier recognition: One advantage of social media dawah is the certainty of finding at least some audience, however small they may be.

Performance evaluation is possible: On social media a dae'e can easily assess the acceptance and reach of his message. Social media platforms make it easy for you to track your posts to see if you are getting the desired results. You can determine how many people see your posts, comments, likes, shares, and more. Evaluation of your social media dawah performance provides opportunity to optimise and improve to derive better results.

Making content viral: Perhaps the most unique advantage of social media is the possibility of making your dawah message go viral. Content on social media is most of the time shared repeatedly. No matter how wide your reach, your followers can share with their followers, who then share with their followers, giving you a very wide reach, at no extra cost.

Negatives

Like all other media, social media also has its negatives. Listing them here is not meant to discourage one from using the media, rather it is meant to act as a guideline to prevent one from getting lured into something that would not only spoil the dae'es image, but would reflect very badly on Islam as well.

Following are some of the negatives attached to using social media for dawah.

Abuse prone: People love to share, comment and forward what they like on social media. But they also give negative comments on contents they do not like. A dae'e needs to show utmost restraint when dealing with such feedbacks.

Indecency: Social media abounds with all sorts of indecent materials including pornography. Dawah efforts by someone connected to such indecent sites and groups would be devoid of a moral high-ground and would fail to serve its purpose.

Fake Contents: Social media has given rise to a new phenomenon of fake contents, where people deliberately post wrong and false messages. There are lots and lots of fake material on Islam doing the rounds on social media. A dae'e needs to be very careful not to use any of these. Our dawah efforts should be guided by truth, and

not by falsehood.

Addictive: Social media is addictive. One needs to take extra care not to fall prey to this addiction. A dae'e should know the importance of time-management and should use social media in an optimum way.

Trolling: A very recent phenomena of trolling has emerged in the world of social media. Trolling is defined as a deliberate act of creating discord on the internet by starting quarrels or upsetting people by posting inflammatory, derogatory or off-topic messages. For a dae'e, it is best not to engage with trolls as it causes a lot of social anxiety, depression and reduction in self-esteem. A huge population of trolls have been let loose on the internet by groups who hate dawah and all that it propagates.

Reduces Socialising: Relations on the social media are generally virtual. Although being highly effective, it cannot outdo the benefits of dawah through real-life socialising. Uncontrolled use tends to reduce real-time relations.

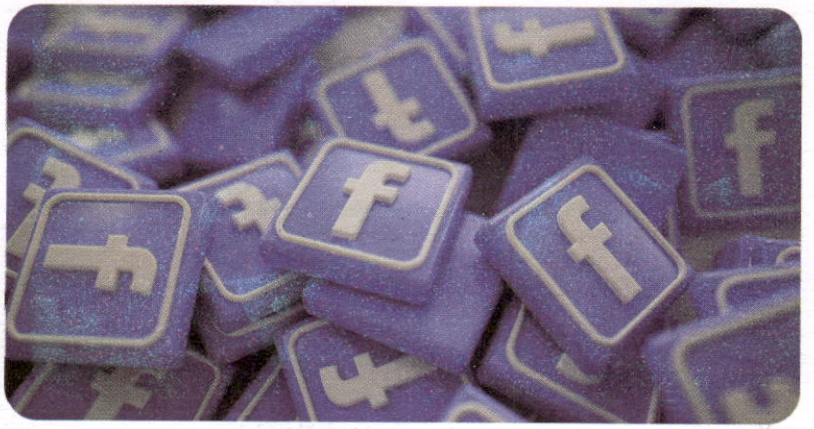
Social Media Platforms

There are thousands of people the world over, who joined the folds of Islam without ever meeting a Muslim. This became possible only because of the widespread use of social media for dawah and the huge amount of free Islamic literature available on the net. There are sites dedicated only to dawah and there are sites dedicated only for the propagation of Islamic literature. A person interested to know about Islam would never find himself in short supply of such information.

Most of the dawah work being done on social media, is through the popular platforms used by the masses like Facebook, YouTube, WhatsApp, Twitter etc. All these social media platforms, although quite different from each other, act as virtual meeting grounds for people. They may be pure socialising ones like Facebook, WhatsApp and LinkedIn; microblogging sites like Twitter; photo-sharing platforms like Snapchat, Pinterest and Instagram; video sharing ones like YouTube or knowledge sharing ones like Quora. A dae'e, depending upon his interest, can use any or all of these for propagating the message of Islam in various ways.

We would take a brief look at how some of these most popular social media platforms that can be put to use for dawah.

Facebook



Facebook can be considered as one of the best social media platform for dawah. It is the world's largest and the most popular, with nearly 3 billion active monthly users, and has the most diverse of audience. It has users of all ages and recent statistics show that people within the age group 25--34 make up its largest user base. It would not be off the mark to say that anyone who is there on social media, is there on Facebook.

Dawah messages can be shared on Facebook in many ways:

Text: Appealing messages typed and posted on one's own or other's Timeline is the easiest, simplest and the most common method of dawah on this platform. This can be an Ayah of Quran, Hadees, incidence from Seerat, sayings of prominent scholars or any other message that one deems fit for dawah.

When posting on Facebook, one might get tempted to load up on information. However, recent studies have shown that when writing on Facebook, it is important to be succinct. The key is to choose and use the words wisely. Although Facebook has a 63,206-character limit (equivalent to about 10.000 words), shorter messages get more engagements as compared to lengthier ones. It is advisable to follow the rule, "Less is More."

Graphics (Photos): A well designed graphics, many a times, has more appeal than the best of text. When text and graphics combine, the appeal becomes even stronger. Ayah, Hadees or any other dawah message presented in graphics form is likely to create a better impact than mere text. A dae'e should always try to convey his

message in the most beautiful and attractive form.

When it comes to sharing graphics on Facebook, it would help to keep the following tips in mind:

- The minimum allowed image dimension is 200 x 200 pixels.
- The size of the image file must not exceed 8 MB.
- It is advisable to use images that are at least 1200 x 630 pixels for the best display on high resolution devices.

Videos: Dawah through videos are the in-thing these days. And Facebook is one of the best platforms to upload your dawah videos. A staggering over 8 billion videos or 100 million hours of videos are watched on Facebook every day. Imagine the huge potential for dawah this enormous traffic of videos presents. Facebook videos are likely to receive 40% more viewership than others. Uploading videos directly to Facebook can greatly enhance your Facebook dawah page. It is a good tool to increase your number of page-likes and the likes to your content.

In order to promote your dawah page, you can also encourage people to like your video, share it, or leave a comment. You might ask a question or two to your fans in the video, or include one in the description.

People go to Facebook to view their notifications and answer messages, scroll through their newsfeeds and go through the profiles of their friends and families. A lot many use Facebook to look at the trending news, and maybe sometimes click on an ad. People **do not go to Facebook to watch a long video.** So, when posting a video on Facebook, keep it short. Data shows that people are more likely to watch the entirety of a video if it's shorter. The trend these days is of videos less than 2 minutes duration. According to a report, more than 80 percent of viewers watch a video that was 30 seconds or shorter, while less than 70 percent watched one that was one to two minutes long. We, as dawah workers, generally tend to make long dawah videos. This needs to change if we intend our videos to generate bulk traffic. The following points, if kept in mind while producing a dawah video would go a long way in generating large viewership:

- Craft a very descriptive title.
- Catch people's attention within the first 3 seconds.
- Focus on One key point.

- Upload videos directly on Facebook as they perform better than links from other locations.
- Use the Tag feature to make people aware of your videos.
- Go live with your video, if possible. When Facebook launched the Facebook Live feature, it modified its algorithm to rank live videos more favourably.

Facebook Live: Facebook Live is the best way to interact with viewers in real time. Dawah videos that inspire person-to-person interactions tend to get more traffic on Facebook. Actively responding to and moderating comments during Live dawah broadcast can play an important role in fostering such conversations and interactions. Facebook Live is a superb way to increase social media engagement.

Facebook Live videos achieve six times more interactions than regular Facebook videos. Not only will your followers love it, it will also help in boosting your content in the Facebook algorithm. The following tips if kept in mind would go a long way in making the best use of this facility on Facebook:

Plan Carefully: Choose a topic that is likely to attract attention. Organise and prepare your speech properly and keep yourself to the point.

Notify your followers in advance: Letting your audience know about your live stream in advance "builds anticipation." You should also make sure to ask your viewers to subscribe to live notifications so they will always know when you go live the next time. They only have to click the follow button at the bottom of your Facebook Live video to subscribe. A promotional post a few days before, would serve the purpose.

Write a compelling description of your video: Your description tells people what your video is all about. A good one captures the audience's attention and a bad one, or worse with none at all, makes it all the more likely they will ignore it. Give the context about what your video is about and be sure to specify why people should watch it.

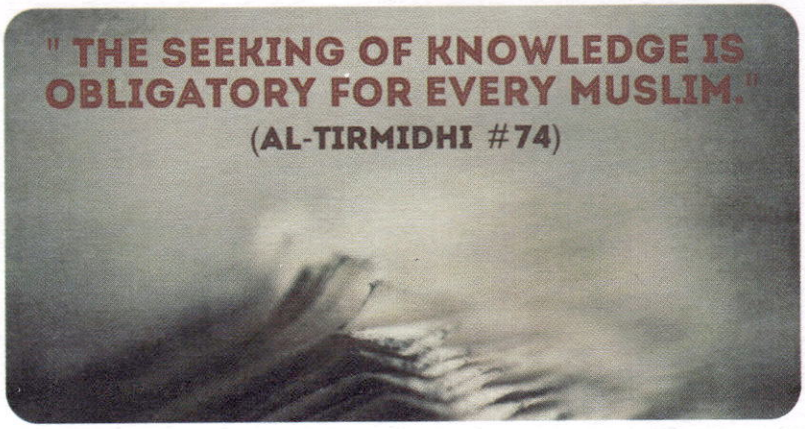
Tag people: Make use of the tag option for your Facebook Live video. It increases your chance of being discovered by new viewers and in building engagement.

Go Live on a regular schedule: Broadcasting Live on a regular schedule will build an audience and encourage viewer to return regularly, since they know what to expect from you and when. Facebook algorithm takes into account the frequency of the viewers who return to watch your content and how many of them you retain on a weekly basis.

Comments: Keep track of the comments made by viewers during the session and take note of the fruitful and worthy suggestions and also timely respond to them.

There are hundreds of dawah pages on Facebook that go live on a regular frequency and are doing tremendous efforts in the field of dawah.

How to Create a Great Dawah Post for Facebook?



Sharing just one ayah, as Prophet Muhammad (SAW) ordained when he said بَلِّغُوا عَنِّي وَلَوْ آيَةً would be a good enough dawah post for Facebook. But to post an ayah so that it gets noticed by the huge social media population, is something that needs careful thought and planning. The following tips would be helpful in creating an effective and attractive post:

Choose a Topic to write or Ask a Question: Random posting of any Ayah would also constitute Dawah. However, identifying topics beforehand and then posting relevant Ayahs would prove to be more fruitful. Tauheed, which is the essence of Islam, is one of the most appropriate topics for dawah, and Ayahs related to tauheed could be posted in a pre-determined sequence. Risalat (Prophethood) and Akhirah, the other two tenets of Islam, also need to be highlighted with acumen as many people find it difficult to comprehend.

A more effective way would be to begin with a question followed by a brief explanation. Questions like, "What do you think is the purpose of life?", "What do you think happens to us after death?" or "Why do people die" attract more attention

than simply writing a passage on "Purpose of life" or "life after death." Moreover, questions prompt people to respond, thus enabling interaction. It has been observed that questions tend to increase views ten times.

Create Powerful Headline: Headlines comes to reader's attention much before the content. With so much to see and read on Facebook, people prefer to scroll ahead unless the headline strikes them and makes them stop. Since headlines have the power to influence people, we need to create powerful headlines for our dawah content.

Facebook algorithm are designed to downplay misleading headlines. Those that withhold information required to understand the content of the post or un-necessarily exaggerates the content are considered to be misleading headlines. Positive headlines that generates expectation in the reader are most successful. Examples: "5 ways to make your life successful" (for presenting the five pillars of Islam) or "One-step solution to save yourself from rape." (to describe the benefit of Hijab and the safety that Muslim women enjoy by it).

Be Inspirational: Posts that subtly appeal to the readers inner sense can generate a good response. Authentic and positive quotes that people can identify with, tend to create a strong connection with them and lay the foundation for longer interaction. Photos with inspirational thoughts typed into it are a highly effective way of getting shares to your dawah posts.

Quote from Quran and Hadees: Facebook posts supported by quotes from the Quran and Hadees not only add authenticity, they also boost engagement. Such quotes work well because in general, people can easily relate to them, and they get liked and shared easily compared to quote-free contents. Research shows that quotes can be powerful when used in a targeted way, but they are not an end in themselves. If you want sustained engagement, you need to make your content great. Built into your content astutely, they can deliver great returns. And for a dae'e, what better source can there be to get quotes other than Quran, Hadees and Seerat?

Design a Graphic: People are visual beings. Online consumers are likely to retain only a meagre 10 to 20% of the information they read or hear about, but once that information is coupled with visual elements, the information retained by viewers goes up to 65%. That is why visuals and images are more suited for content than simple and plain text. People on social media are known to engage more with visual content. In fact, 40% of online users will provide a more favourable response to visual content

than plain textual content. Facebook posts with images are likely to generate 2.3 times more engagement than posts without images.

The same stands true for dawah posts as well. Contents with eye-catching graphics incorporated in them are more likely to catch the attention of a fast-scrolling audience than plain text. Designing such dawah posts require ingenuity and the need to invest in talent.

Profiles, Pages and Groups

There are three main ways to use Facebook for dawah:

- Profile
- Page
- Group

Profile: A Facebook profile is the account that is created by default when you first sign-up. The user profile allows you to add basic information about yourself, add photos and videos, and customise your profile to your liking.

On your Facebook profile you can perform the following activities:

- Connect with people by adding them as Friends or Following them. There is a cap of 5000 friends on a Facebook Profile.
- Share dawah messages, photos, videos, links, and so on with your Friends and Followers and Public.
- Post comments and share your dawah messages directly on your friends accounts or alternatively, message them privately through Facebook Messenger.
- Anyone can follow your profile.
- Like Pages and join Groups. This opens the option of sharing to several groups at a time.
- Set up your own Pages and Groups. There are thousands of dawah groups working on Facebook.

There are obviously a lot more features, but this is a broad overview of the main ones.

Page: A Facebook page is very similar to a Facebook profile, but it is always

public, hence more suitable for dawah. Anyone, with a profile on Facebook can create a page if he is interested to go beyond the 5000 friends' limit. People connect with a Facebook page by either liking or following the page. When they do, they will receive status updates from the page in their news feeds.

On a Facebook page you can:

1. Have people connect with you by liking the Page.
2. You can share your dawah posts that your followers will see.
3. You can comment on posts on your own page.
4. Respond to messages sent to your Page in response to you dawah posts.
5. Run advertising campaigns to boost your reach.

A Facebook page is meant to build a long-term relationship with loyal audiences. Dawah pages, with some having very attractive names, abound on Facebook. All are doing dawah in their own way. Some of these pages are:

- Quran for You
- Islam for all
- Understand Islam
- Know Islam
- Know True Islam

Group: Facebook groups are a place to communicate about shared interests with certain people. Depending on how the group is set up, it can be made open to anyone on Facebook or just a selected few. You can create a group for anything—your family reunion, sports, book club or for dawah. When you create a group on Facebook, members would start seeing content from your group in their news feed.

When you have created a group, the functions include:

- Advertising and sharing content.
- Files upload and discussions.
- Search for specific posts.

There are different types of groups that can be created on Facebook. The first is the open group that anyone can join. Next is the closed groups where one needs to be

accepted by the administrator for joining. There are also some secret groups that only allow known people to join.

There are many groups working on Facebook for the purpose of dawah. Some of these are:

- Islam is the religion of Peace and Love.
- Islam is the Truth.
- Quran and Hadith.
- Turn to Allah before you return to Allah.

Choosing between Facebook Profile, Page or Group

A profile is the essential building block for all dawah work on Facebook. You need it in order to create a page or a group.

For limited dawah work, a profile is all you need. You can always start with a profile and see how it goes. Eventually, you might want to create a page or a group if your activity grows.

Use a Profile When:

- You want your Facebook presence for some random dawah.
- You want to limit the number of friends/followers you have.

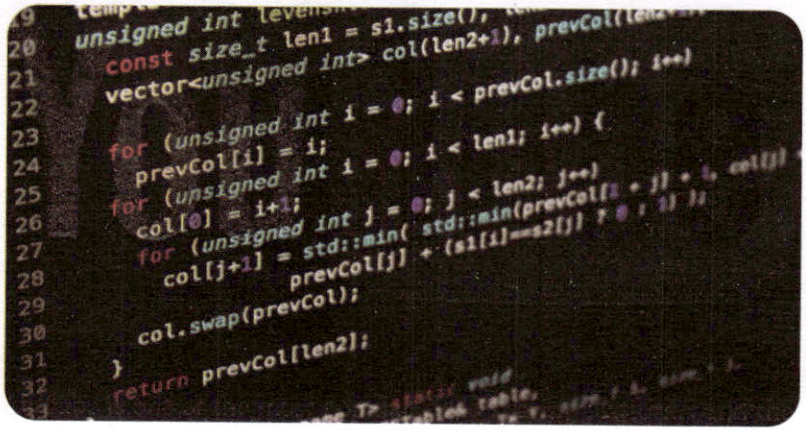
Use a Page When:

- You want your Facebook presence to be much broader and more professional.
- You want to be found, liked and followed by as many people as possible.
- You want to share all your dawah information publicly.
- You want access to analytics to see how your fans/followers are engaging with you.
- You want to be able to use paid promotions.

Use a Group When:

- You want to have dawah discussions with selected persons.
- You want to build closer relationships with the people through shared interests and goals.

Social Media Algorithm


unsigned int
const size_t len1 = s1.size();
vector<unsigned int> col(len2+1), prevCol(len2+1);
for (unsigned int i = 0; i < prevCol.size(); i++)
prevCol[i] = i;
for (unsigned int i = 0; i < len1; i++) {
col[0] = i+1;
for (unsigned int j = 0; j < len2; j++)
col[j+1] = std::min(std::min(prevCol[1 + j] + 1, col[j]
prevCol[j] + (s1[i]==s2[j] ? 0 : 1));
col.swap(prevCol);
}
return prevCol[len2];

An algorithm is a mathematical set of rules specifying how a group of data behaves. In social media, algorithms assist in ranking search results and advertisements and also help maintain order. They are also used in social media to deliver the content to the user.

An algorithm can also be understood as a step-by-step method of solving a problem. It is used in many mathematical calculations and computer operations. Computers use algorithms to streamline the detailed instructions for carrying out an operation. For example, to compute an employee's pay-check, the computer uses an algorithm. To accomplish this task, appropriate data has to be entered into the system.

Each social media network has a unique set of intricate logic and analytics that make up the algorithm that helps deliver the content to its users. To be a successful Daeé on social media, one needs to have the basic understanding of these algorithms.

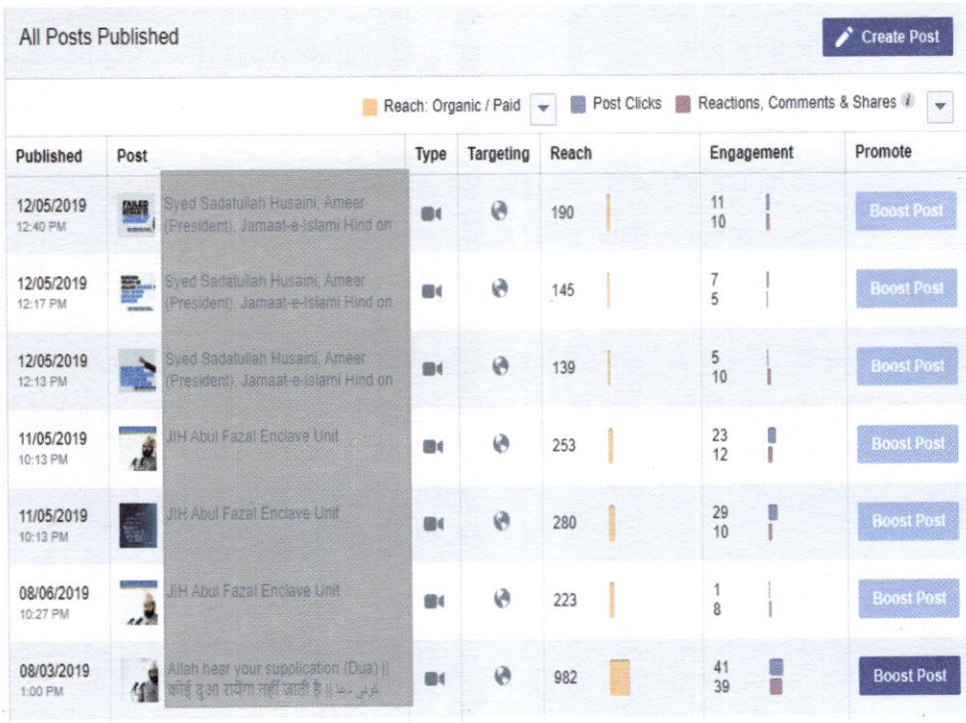
Facebook Algorithm: Facebook is probably the biggest example of a social media platform using algorithms to great effect. According to Facebook, they want to make sure that people receive only those contents they actually like and care about. Right now, these are the four main factors that influence this algorithm, and they decide the newsfeed on which your dawah post would appear:

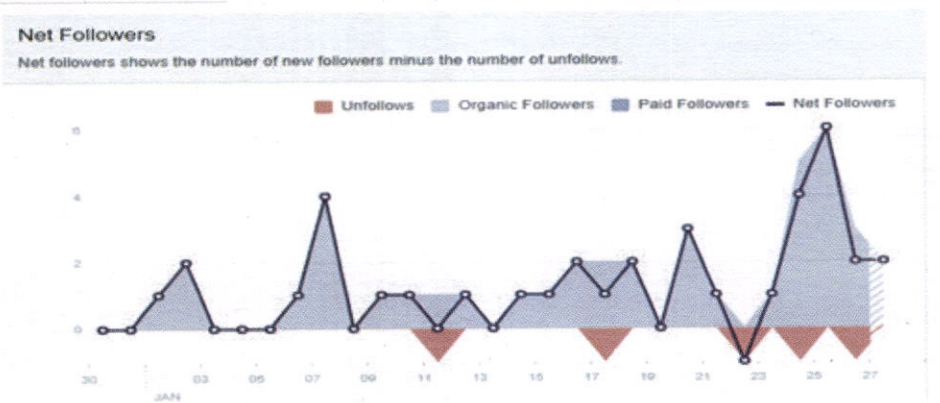
- How often have you interacted with this type of post? Your dawah content should be discussion oriented to get promoted by the algorithm. Use innovative ways to get engagements.

- The level of engagement that page and post has received. Contents that receive more comments and likes, rank higher. You should design your content to promote positive engagement or "meaningful interactions", as defined by Facebook.
- The performance of each post among users that have already viewed it. Unclear headlines and titles get pushed down by the new algorithm.
- Videos are ranked higher, live videos especially, because they receive more interaction. For a dae'e creating a dawah video strategy for Facebook is of utmost importance because it helps to get audience. Make sure to make inspiring videos to rank higher on its algorithm.

In short, the algorithms for Facebook are programmed to show people only those content that is seen as relevant to them. It is important to make sure the Facebook algorithm works for you, rather than against you.

Facebook Insights





For a dae'e it is of immense importance to keep track of the performance of all his activities. Facebook Insights come in handy for this. It is a powerful tool to track user interaction on your Facebook page. It can be seen by the admin of the page and it can help track the number of active users to better understand the page's performance. By using Facebook Insights, you will be able to determine the **best time of day** to post,

the best day of the week to post and what type of content is most popular.

- Likes
- Net Followers
- Posts Published
- Page Views

Facebook Insight can be reached by clicking on the Insight Tab in the top menu.

Some of the analytics that can be viewed are likes, Followers, Page views etc. A careful analysis of all these data would give a deep insight on the performance of each dawah post on your page. It would also show the views by age and gender, country, city and device used. The insight page also shows the action taken by the viewer on the page. All these details help improve the content and to plan a better dawah strategy for the future

Promotion on Facebook

All posts on Facebook would not generate the same success. Some would perform much better than others. This performance although depends much on the quality of the post and its presentation, there are many ways by which the reach can be boosted.

Free promotion: Although, in recent years, Facebook has become more of a 'pay-and-play' type of media, there still are ways by which a content can be promoted for free.

Join Facebook Groups: There are numerous Facebook groups of people with varying interests. It always helps to join these groups and take part in the activities there to make oneself acquainted. Sharing your post in these groups has every chance to gain more audiences.

Create your own group: If none of the groups suit you, create a group of your own and make people join. This way also your post will get a better reach.

Reach out to people more often: Liking and appreciating others on Facebook expands one's reach.

Stream Live videos: Using the Live-streaming option on Facebook gets a better performance for a video than by simply posting it.

Paid Promotion: As mentioned above, Facebook has changed its Algorithm to

help generate paid promotion. The more you pay, the more your post or page would be promoted. Paid promotion, also called Ads, are being used on a big scale, especially for business promotion, and offers a good opportunity for a dae'e to promote his dawah material. A blue rectangular box 'Boost' appears on most of the post on the right side. Clicking on this, leads one to the Facebook Ad centre where there are some options to choose the audience of one's own liking for promotion. It gives the option of choosing the location, age and gender of the targeted audience and Facebook's algorithm would find the suggested audience. Facebooks experts opine that the promotion strategy should follow the 80-20 rule. In other words, 80% of the posts are used for image building, informing and educating the audiences while 20% posts are used for Ads.

A few glimpses of Dawah interaction on Facebook

First: This post based on an ayah of the holy Quran was posted on Facebook and it resulted in a long Dawati conversation. A person who goes by the name VG responded and the following discussion ensued:

> To Allah belongs whatever is in the heavens and the earth. " Allah will call you to account for what is in your minds whether you disclose it or hide it. He, however, had full authority to pardon or punish anyone He pleases, for Allah has complete power over everything.
>
> (Quran 2:284)

VG: *These are not Allah's word but the words of a selfish Prophet that are being presented as Quran today.*

Daee: *Brother VG, believe me, Allah knows very well what all is in your heart. You can hide your thoughts from the world but you can't hide them from Allah. And like all other you will also be presented before Him after death. Please worry about that moment.*

VG: *Sir, I do not deny God, but would you deny if I call him Mahadev. And what would you say if I say that Quran is not the straight path but it is the Vedas that are the words of God and guide us to straight path.*

Daee: *Brother VG, I am sure you realise that this world does not have multiple Lords but only*

One? And it is also not that one has to choose one God from a multitude of gods. Truly there is only one Lord. He has created this world and human beings and He has created necessary for human life. He is also managing this world. He has no offspring and He is neither an offspring of anyone. He does not have a family. This Lord has different names in different languages. You are free to use any name that fulfils these criteria. You decide for yourself if Mahadev fulfils these criteria.

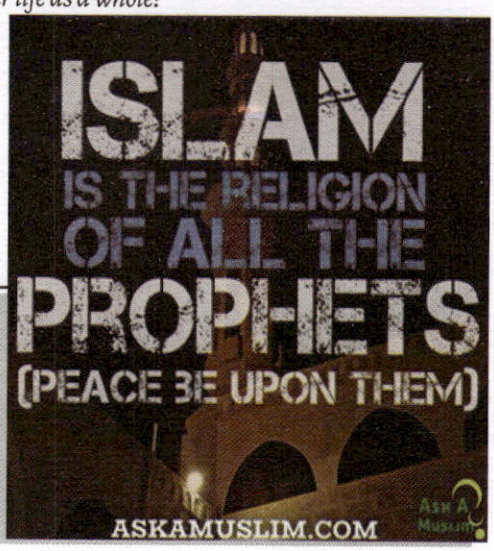
VG: *Does Mahadev fulfil these criteria? You have raised a serious issue. It is believed that Allah is Nirakar, neither was He born nor has He any offspring. But Mahadev is believed to have a wife and two sons Ganesh and Kartikay. Please tell of the one who has seen Allah or Mahadev. Or is Allah and Mahadev the same?*

Daee: *As for Mahadev, you decide. I can tell you about Allah that no human being has seen Allah and in fact no human being is capable of seeing Him. The truth is that human eyes are not meant to see Him.*

VG: *I have the same concept about Mahadev that you have for Allah. And I believe that none of us are in a position to say anything against Allah or Mahadev.*

Daee: *Dear VG, these are very serious issues. On it depend the success and failure of our life. It should not be taken so lightly. It is of utmost importance for me to know what would make my life a success. And I should adopt that path on which I expect my life to be successful. Even if I have to leave all other paths. And we take such decisions in our life almost every moment. We choose only that option on which we are sure of success. Isn't it? Then why don't we adopt the same principle for our life as a whole?*

VG: *I agree with what you say. We all need to know the right path. Even we have different faiths, but I would like to say from my heart that you are a very decent person and I always love talking to you. Thank you, friend.*



Second: This dawah message in graphics was posted on Facebook. The following discussion ensued. The Daee had been in regular touch with the person and lots of discussion had taken place before.

This is one such conversation which gives a clear idea about what to expect and the way of thinking of many people.

R. K.: *Thank God, we do not have Prophets and prophecies. My religion has given me liberty to choose my path. The best religion in the universe. Why you people say peace be upon them? Peace be upon him. Achha kam kiya hai to peace rahega. Humesha kehne ki kya jaroorat. It means you have doubt whether peace will be there or not.Every born child in this world is Hindu. Child becomes Muslim after Khatna. And Christian after Baptism. So the religion of this world by birth is HINDUISM. Or Sanatan dharm.*

Daee: *Prophets brought guidance for mankind. No Prophet means no guidance. In other words, misguidance, following one's own whims & wishes, worshipping imaginary deities, plants, animals & lands, even human sexual organs.*

R. K. *First read the books before making any comments.....reading only Quran is not the enlightment.....it is darkness.*

Daee: *Yes, you are at liberty to choose any way of life. Go ahead, keep on worshipping creations of your own imagination. Keep carving deities by the hour. Keep offering them bribes to take you out from hardships and rejecting one & going for the other if your desire is not met. Yes, you are at complete liberty. Go on enjoying it till one fine day you come face to face with the realities.*

R.K: *You have misunderstood all the other religion.....what you have written is not the religion my dear friend.....first read...understand and then write. In your religion Allah is fond of prayers....he his happy when you pray and angry when you do not pray.... prayer is also a kind of bribe. Hinduism....jainism....budhism.....and many other religions are there in this world....and people follow them...they are not fools. You people do marketing of religion.....we are best...we have answers of all the questions.....but what to say we are the biggest sufferers in this world despite of having such a beautiful religion.....We are waiting for AKHIRAT....Judgement day. Wait..wait..n wait. With all burai, we survived 5000 years and still we are very much there. Koi.itne akraman jhelne ke baad mit jata hai. Hum.nahi mite. Na koi mita sakega.*

Daee: *Dear R. K. Bhai. Mitane aur bachane ka kaam Allah karta hai. Woh chahega to ek pal mein mita dega aur aap kuch bhi nahin kar payenge*

R. K: *Ji, mita raha hai. Syria mein, Iraq mein, Afghanistan mein, Mayanmmar mein, Palestine mein, libiya mein, Yemen mein. Allah hi to mita raha humara koi role nahi.*

Daee: *Duniya ko badalne ka kaam usi ka hai. Kis qaum ko kab tak yahan baqi rakhna hai, yh faisla wahi karta hai. Aur jab who faisla kar leta hai to usko badalne ki taqat kisi men bhi nahin hoti. Har qaum ke liye usne ek waqt nishchit kar rakha hai. Jab wah waqt poora ho jata hai to usey na ghadi bhar aage kiya ja sakta hai, na piche. Kaash kia ap is sachchai ko jaante.*

R.K: *Fir..duniya me sare.Muslims se..kahiye.ki.America.aur sare allies aur Israel ko gali dena aur kosna band karen. Sab kuch Allah ka kiya dhara hai. Unka koi dosh nahi. Muslims se kahiye. Sab ko gali dena band karen. RSS ko bhi. Allah ne banaya. Modi ko bura kehna band karen. Allah ne dilayi hai satta. Jab Allah hi humari aisi taisi karne par tula hai to hum kya kar sakte hain?*

Daee: *Duniya men pehle bhi aise log guzre hain jinhone apne paida karne wale ki prabhusatta ko manne se inkar kiya, uska mazaaq banaya aur samajhte rahe ki jo kuch kar rahe hain khoob kar rahe hain. Halanki sabse bada paap agar koi hai to apne paida karne wale ko chodkar doosron ko uska sajhi bana lena aur unhin ki pooja archana karna...yeh dekh kar bahut dukh hota hai ki hamare desh ki bahut badi abaadi isi paap ka shikar ho gayi hai. Aur is baare men kuch bhi sunne aur samajhne ko taiyyar bhi nahin hai...How sad?*

R.K: *Pehle confirm kariye ki paida karne wala hai kaun.*

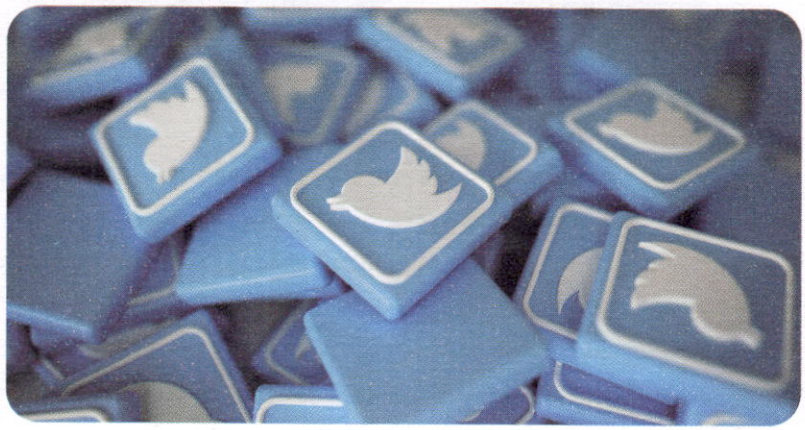
Daee: *Yahi mushkil hai priya R K Bhai. Aap kabhi to paida karne wale ko mante hain aur kabhi usko manne se inkar kar dete hain. Aur aap apni is soch par dobara gaur kar len ki aapko aur mujhe paida karne wale alag alag hain. Mujhe bhi usi ne paida kiya hai jisne aapko paida kiya hai. Pata nahin aapko itni simple si baat samajh men kyun nahin aati ki paida karne wale ko alag alag zabanon men alag alag namon se jana jata hai. Sari zabanen usi ki banai hui hain. Mamla naam ka nahin hai, jaisa kia ap samajhte hain, masla uski pahchan ka hai. Aur main bahut afsos ke sath kah raha hun ki aapne usey pehchanne men badi galti ki hai. Warna aise prashn na karte. Isse andaza lagaya ja sakta hai ki aap ki soch sachchai se kitni door hai. Aur main fir kehta hun ki Islam ke atirikt paida karne wale ki sahi pehchan kahin nahin hui hai.*

R. K: *Sir. Islam ko lekar aap atmamugdh rahe, hume koi problem nahi.*

Daee: *Per aapka hitaishi hone ke naatey mujhe to problem hai. Main aapko poori tarah Ishwariya adeshon ke virudh jate dekh kar kya chinta bhi na karun? Ishwar ki banai is duniya men rah kar, uski anekon anukampaon se labhanvit hotey hue iska shreya aap kisi aur ko den, yeh kya uchit prateet hota hai?*

R.K: *So nice of you, sir. Jab aap se mulaqat hogi to khoob sari batein hongi.*

Twitter



Twitter is a microblogging site launched in 2006, and after Facebook, is undoubtedly one of the most popular social media platform available today, with 100 million daily active users and 500 million tweets sent daily. Like Facebook, Twitter can also be put to use for dawah. Posting a message on Twitter is known as tweet. People make connections with others by following other Twitter feeds. You can tweet directly to a person by putting the @ symbol before his username.

The word Twitter comes from the chirping sound made by birds, hence the bird used in the Twitter logo. Users can access the site via the web and mobile devices and can exchange messages of up to 280 characters. By default, these messages or tweets are treated as public and are visible to all those who are following the tweeter. It allows its users to follow other users they are interested in and enables them to see their updates on the home page.

On Twitter, like Facebook, a dae'e can tweet his dawah messages in many ways:

Text: Short, compact and appealing tweets, up to 280 characters, is the simplest form of dawah on this platform. Small ayahs from the Quran, short Hadees or any thought of your own or others can be used to begin with.

According to Twitter:

> *"Concise tweet copy helps the main message cut through. Research shows that tweet copy with fewer than 50 characters generates 56% more engagement than tweet copy with 50-100 characters."*

With this challenge of communicating in minimum words Twitter makes people use innovative language to engage. People used to writing on Facebook, sometimes find it difficult to express themselves on Twitter.

Photos: Images and photos are the best way to make sure your followers pay attention to your dawah tweets. Tweets with images get 3 times more engagement than those without. If you want to make your dawah tweets stand out on the Twitter feed, include more images in your tweets.

Videos: Twitter has made it quick and easy to post videos in your tweets, allowing you to share all sorts of unique media with your followers. There are various ways to post a dawah video on Twitter:

Recorded Videos: Dawah videos recorded on your mobile can easily and immediately be uploaded on Twitter.

Live-Streaming: Twitter also lets you livestream your dawah activities right from the app. This lets you broadcast to your followers in real time. It is perfect for a Q and A session on dawah.

Videos from other platforms: Twitter allows you to post links of videos from other platforms like YouTube etc.

Studies on Twitter reveal the importance and effectiveness of using videos to promote your message. The following findings highlight this fact:

- There are around 1.2 billion video views on Twitter per day.
- Video is Twitter's fastest growing engagement option.
- Tweets with video currently see ten times more engagement than those without.

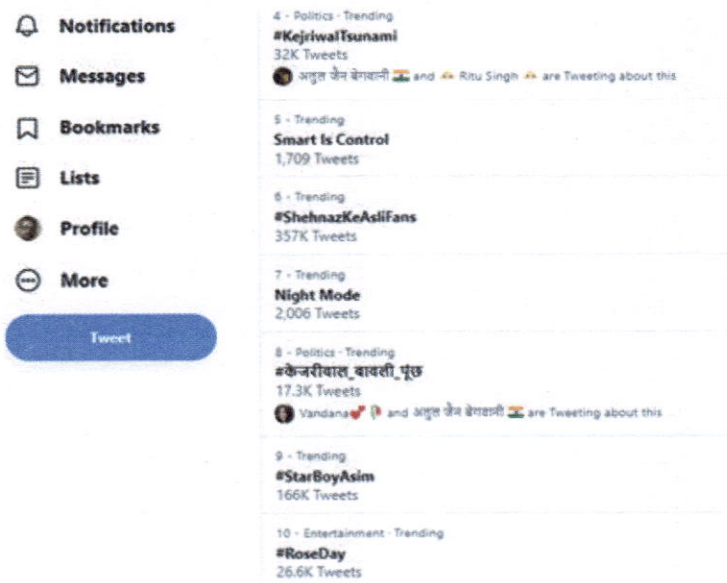
Tips for Successful Dawah Tweets

1. Tweets with hashtags receive twice more engagement than those without hashtags. Use hashtags.
2. Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags. Be very selective with Hashtags.
3. Tweet engagement rates are higher on Saturdays and Sundays. It is always better to post on these days.
4. Tweets that contain less than 100 characters receive 17% higher engagement

than longer tweets. Go for Shorter tweets.

5. Tweets that contain links receive 86% higher retweets rates. Use links wherever possible.
6. Tweets that request followers to Retweet receive 12x higher Retweet rates. Request for retweets.
7. When followers are specifically asked to Retweet, the Retweet rate is 23% higher than average. Specifically ask some of your followers to Retweet.

Campaigning on Twitter



Twitter Trending

In Twitter, a word, phrase, or topic that is mentioned at a greater rate than others is said to be a "trending topic" or simply a "trend." Trending topics become popular either through a concerted and coordinated effort by a group of users or because of an event that makes large number of people tweet about the same specific topic. These topics help Twitter and their users to understand happenings around the world and to gauge the opinion of the people.

Trending topics are sometimes the result of concerted efforts by organisations

or persons with a large following. Twitter's algorithm determines what is trending by observing sharp spikes rather than gradual sustained growth. Huge volume in a short time is what makes a Topic Trend on Twitter.

This feature of Twitter can be used by a dae'e by organising trend campaign to attract attention. Contents posted on Twitter to make a topic trend gets to be viewed by large number of people. Moreover, it nudges the audiences to acquire more information about the topic, thus further enhancing the dawah effort.

Any topic under discussion can Trend on Twitter but normally #hashtags are used to make a trend. If you want a hashtag to trend, the following guidelines will help.

Be creative with the name of the hashtag: Try a new and unique hashtag. Hashtags like #WeLoveProphetMuhammad or #IslamMeansPeace have been used for trending before. Creative and innovative #hashtags need to be coined to run a successful Trending campaign. Hashtags start trending if they have not been through the Twitter algorithm before. They might start to trend again if a totally different set of users start tweeting about it.

Keep it simple: Try to drive a simple message. Instead of long and complicated #hashtags, use small and simple ones. Hashtag #IslamIsGuidanceForAllHumanBeings would be very long. Instead #IslamForAll or #IslamForYou would be more appropriate.

Plan carefully: Making a topic trend needs coordinated effort of a large number of people. Content to be used for sharing should be decided and circulated beforehand. Try to get at least 500 tweets on the topic within the first hour. Retweeting works very well in making a topic trend and this opportunity should be used in a big way. According to a study, 31% of trending topics comes from retweets. Picking the right time is very important in Trending.

Spread geographically: Tweets from different locations are more likely to trend than from any one location. Try to get tweets posted from all corners of the country.

Encourage Responses with Questions: The more back and forth questions and answers, as well as discussion, you have in the tag, the better. All of your leading hashtag uses should be questions that encourage users to use the tag. That way, when they respond, you can also respond to them using the tag, and keep the conversation going.

Twitter Engagement Campaign: A unique feature of Twitter, that can be put to use very effectively for dawah, is Twitter Engagement Campaign. It allows

you to extend the reach of your content to a large number of relevant audiences on Twitter. You can promote your dawah Tweets, created organically or otherwise, to the audiences of your choice. Although this is a paid service by Twitter, you pay only when the people you target engage with your content. Tweets that do not generate an engagement are free.

To enter into the Tweet Engagement Campaign, you will have to activate the ad feature in your Twitter account. The campaign setup page is as shown in the picture. After providing the requisite information the campaign gets launched.

Dawah tweets promoted through Engagement campaigns, also known as Promoted tweets, are just like regular tweets, with the added bonus that they can reach much larger audience. Twitter Engagement Campaign involves money, so it should be carefully used to promote extraordinarily exceptional contents

Using Tweet Engagement Campaign, you can:

1. Expand the reach of your content like blog posts, photos, events and more.
2. Feature new video launches or promote existing ones.
3. Foster dialogue with your targeted audiences.
4. Promote awareness around events and special occasions.
5. Ask for retweets to gain an even broader audience for your post.

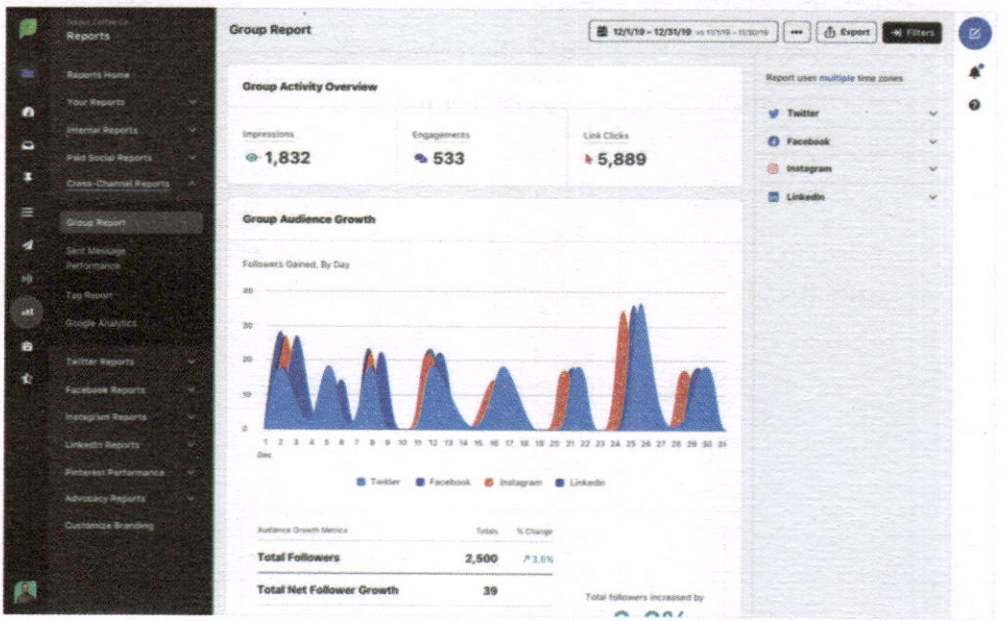
Topics for Trending

Many topics that serve the purpose of dawah have been made to Trend on Twitter since its inception. These can be used again if need arises, preference, however, should be given to new topics. Some suggested topics could be as below:

#Don'tHateIslam
#LoveIslam
#IslamForYou
#IslamForAll
#IslamForPeace
#IslamMeansPeace
#IslamUnites
#IslamAgainstHate
#StopHatred
#ReadQuran
#QuranForYou
#QuranForAll
#LoveMuslims
#GenderEqualityInIslam

#WomenInIslam
#IslamRespectsWomen
#LoveMuhammad
#LoveIslam
#LoveAllah
#MuslimsForPeace
#IslamForJustice
#IslamUnites
#PrayToAllah
#IslamicSpirituality
#QuranIsDivine
#HijabProtects
#WeWorshipAllah
#HumansAreOneFamily
#KnowIslam
#KnowShariah

Twitter Analytics



Like Facebook Insight, Twitter's Analytics also help you understand how the content you share on Twitter performs, including clicks, retweets, likes, and impressions. The tweet activity dashboard is a tool that helps you to learn more about the performance of your tweets and how they resonate with your audience.

Below are 15 analysis you can obtain on your activities:

- Monthly performance overview

- Trend insights
- Average tweet performance
- The top 10 interests of people who follow you
- Type of engagement
- Engagement rate
- Twitter Like rate
- Tweet length vs. engagement
- Tweet reach percentage
- Hashtag comparison
- Impressions by time of day
- Clicks, replies and retweets by time of day
- Engagement rate by time of day
- Best days for total engagement and engagement rate
- Video completion rate

These, and many more, feedback of your tweets would help you fine tune your dawah activities in a better way on Twitter on day-to-day basis.

Some Glimpses of Dawah Tweets

Da'wah Man @dawahm... · 12 Aug 20
Allah is the Greatest. Connect with Him through worshipping Him alone, even at the expense of your own desires and you'll will receive the fruits of the greatest relationship. The fruits of mercy, safety, success, tranquility, love, acceptance, paradise and much much more!

2 143 689

Da'wah Man @dawahm... · 15 Aug 20
Sleep is proof of resurrection! Just as you'll close your eyes, lose consciousness for a period of time until you reawaken in the morning, you'll close your eyes when you breathe your last breathe and sleep for a period of time until you reawaken when the horn is blown!

4 96 358

Da'wah Man @dawahm... · 15 Aug 20
As long as you are still alive you can repent and make change. Just hold yourself to account today before you are held to account tomorrow 💔

2 35 156

Real Dawah Retweeted
Boonaa Mohammed ... · 22 Oct 17
Without Allah on your side, you can do nothing. With Allah on your side, there is nothing you cannot do

3 402 708

Real Dawah Retweeted
Dr. Bilal Philips @Dr... · 24 Aug 17
Don't search for happiness where you will not find it. Know that true happiness comes from #Allah and lasts forever.

5 239 498

Dawah Addict 🙂😀🙃 ... · 09 Sep 20
When you don't know who to trust... trust Allah.

1 15

Real Dawah Retweeted
Mufti Menk @muftim... · 30 Jan 18
You want a better life? Pray. The more you pray, the less you will panic. You'll see things clearer. The more you worship the Almighty, the less you will worry. You will become a more patient person and you'll be less pressured by the stress of this world.

134 13.9K 19.4K

Pray for a Better Life

Some sample dawah tweets that drew quite a good response are shown above.

YouTube

YouTube is one of the most popular video sharing platforms and the second largest search engine after Google. **It is a video sharing service where users can watch, share, like, comment and also upload their own videos for others to see.** Millions of users around the world have created accounts on YouTube that allow them to upload videos that can be watched by anyone. Every minute of every day, more than 35 hours of video is uploaded to YouTube and around **6 billion hours** of video is watched every month.

Dawah on YouTube

This huge traffic of video-watchers can, very effectively, be utilised for dawah. There are people who search for specific videos and there are people who just scroll through the YouTube gallery to watch anything of interest. Attractive and eye-catching dawah videos uploaded on YouTube can find huge audience and unlimited reach. Of the billions of videos available on YouTube, there are millions of videos uploaded for dawah purpose by dae'es from around the world. These have been very effective in spreading the message of Islam. There have been many instances where people have embraced Islam just by watching videos on YouTube. Many reverts use YouTube to enhance their knowledge on Islam, learn to pray and recite Quran. This proves the great potential that YouTube videos have in dawah.

The main functions of YouTube can be summarised as below:

Search and watch videos: One does not need to sign-in to access the videos on YouTube. A user looking for information on Islam or Prophet Muhammad (saw) or

any other topic is free to access any such video uploaded on it. And it is this facility that makes YouTube such a great dawah platform.

Create a personal YouTube channel: A personal YouTube channel is available to everyone who joins YouTube as a member, and it serves as the home page where the videos can be uploaded. There are hundreds of dawah channels on YouTube and Daeés across the world very effectively make use of such channels for spreading their messages. Dawah is Easy, Dawah Islam Channel, Quran Weekly, 877-why-Islam, Muslim Central, Eman Channel, Islam Sab Ke Liye, The Right Path Islam Channel, True Path of life, SC Dawah Channel, Dawah Digital are some of the popular dawah oriented channels on YouTube. Prominent Scholars like Mufti Menk, Noman Ali Khan and Yasir Qadhi and others also have their channels on YouTube.

Like/Comment/share other YouTube videos: A dawah video with a good attention-grabbing title, a good Thumbnail and a good video description generates unlimited likes, comments and shares on YouTube inviting others to watch the same.

Users can subscribe/follow other YouTube channels and users: This would help you keep updated with recent dawah trends and new materials posted on it.

Create playlists to organise videos and group videos together: All YouTube users have the option to create their own playlist and to it videos of their liking. This acts as a ready reference for future.

How to Make an Impressive Video?

According to an estimate, approx. 2 billion active monthly users on YouTube consume over 114000 years of videos every day. With such a huge traffic of videos, it would need some performance to get noted on YouTube. Although all videos tend to find a few audiences, it needs very careful planning and execution to attract attention and find some regular audience. The following tips would go a long way in creating an impressive video.

Decide your audience: With billions of users out there, it would be naive to assume that one size would fit them all. No, you need to decide on the audience you intend to cater with a particular video. This selection could be on the basis of their faith, region, age, gender or other such factors. An atheist would need a different approach than a one who believes in God. What is acceptable to a male, might not be acceptable to females. All these factors need to be decided before embarking on the

project of video creation.

Choose the right topic: The topic or the title of the video is what creates the first impression. It not just needs to be attractive; it should also be innovative and relevant. However, it should not give the impression of deception or deceit.

Research YouTube for similar content: Whatever be the topic, chances are that something already exists on YouTube with a similar content. It is always advisable to take a look at these and come up with a better product.

Prepare your script carefully, short and to the point: Videos cannot be made randomly. They should be tightly governed by a well-written script. The script should be short and to the point. Repetition of thought should be avoided. The trend these days is to try to put through one idea at a time.

Rehearse before recording: Rehearsing always helps. Instead of reshooting frequently, it would help if the script is rehearsed a few times so that it gets engrained in the mind.

Use good equipment for recording: Good videos need good tools. Do not hesitate to invest in good equipment. It always pays.

Go in for quality editing: Editing is the most important and critical part in video creation. An experienced editor would make even a badly shot video look great. When shot with a chroma background, beautiful and attractive backgrounds can be inserted to increase the appeal. Quran ayah or Hadees can be shown in text as the video progresses. Even the full content can be continuously displayed as text to help the viewer understand easily. Care should be given to the audio quality as well during editing.

Set up a good Thumbnail: All videos when posted on social media would show a particular graphic when not playing. This is the thumbnail. It should be very carefully designed to gain attraction. A good thumbnail would nudge a person to view the video.

Give it a good description: Along with the thumbnail, it is the description that makes the first impression. It should be short but very well drafted and should convey the theme of the video properly.

Make your video visible on YouTube: Posting a video on YouTube is just the first step. Lots of efforts need to be put in to prevent it from getting lost in the YouTube jungle. Sharing its link along with an attractive description as much as possible is an

effective way to make it visible.

Promote your video: YouTube offers paid promotion option on all videos. It should be put to use if required. It offers many options for the promotion and it is upto the dae'e to choose the most suitable one.

YouTube Analytics

Like in Facebook and Twitter, YouTube also has its own analytics through which a user can easily gauge the performance of his videos and channel. It has three main features:

Watch time reports: It includes data for individual videos and YouTube channel. It depicts the number of views, audience retention and demographics. It also shows the traffic source and the devices used to watch the videos. It should be noted that one view on YouTube means that a video has been watched for 30 seconds or more.

Interaction reports: This data includes likes and dislikes, sharing and comments. This data is a close representation of a channels performance and helps in formulating strategy for future.

Revenue reports: This feature of YouTube analytics helps trace the flow of income for users who are using YouTube for commercial purposes.

A Glimpse of a dawah interaction on YouTube

This conversation on YouTube ensued on a video on the topic 'Ekeshwarwad'. Comments came from Mr. LITL, as he calls himself. It clearly shows his wrong and ill-informed perception about Islam and Prophet Muhammad (PBUH), and his rigid adherence to his preconceived notions. The language used by him is edited here to make it presentable to some extent, also gives an idea of his cultural and moral standard.

Mr. LITL: Arre bhai Quran ki ayat ka matlab shlok nahi hota hai. Registaan ka Allah shlok nahi janta tha mitr.

Daee: Dost paani ko water nahin keh sakte?

Mr. LITL: Pani ko water zarur keh sakte hain mitr, sharbat aur water ko pani nahi. Ayat aur shlok dono alag hain. 1) Veda aur Puran ke Shlok ki utpati hui hai brahmand se kai yug pehle aur hamesha is shristi ke liye. Rahi baat holy Quran ki Ayaten utari

hain, Allah se Jabril, aur fir Jabril se Allah ke rasool tak. 7th century mein paristhiti ke anusar rasool saheb per 23 saal me 144 surah utari. Shlok ki utpati hui hai aur ayat nazil hui hai paristhiti ke anusar. Bahut bada fark hai. Achhi baat hai aap sadbhav lana chahte hai dono me, meri nazar me aap Quran ko as it is dikhao to zyada log aap ke dharam ko samajh sakenge, kisi aur kitab ya shabd se jodne se virodh hoga.

Mr. LITL: Sahi baat Shlok aur Aayat dono different hai. Shlok ke saath hawan aur yag hota hai, ayat ke saath nahi ho sakta. Example: Zara socho to aayat 66 ka kaise hawan ho sakta hai?

Daee: Hawan aur yag me kya antar hai?

Mr. LITL: short form me explanation: Hawan inside purity, swasth, watavaran ka Shuddhikaran. Yag–brahmand ki sari positive energy se connection. Ab yeh sab aap aayat surah se nahi kar sakte. shlok aur aayat me bahot bada fark hai.

Daee: Inside purity, connection vaghera ayaat se hota hai. Dear, Ved hamare pracheen granth hain jinmein margdarshan gad-mad ho gaya hai. Adhunik granth Quran hai jo kasauti hai.

Mr. LITL: Kyu bewakuf bana rahe ho Quran kasauti hai? Kisi dharm ko samjhna hai to uska literature padho na ki practices. Kabhi dekha hai Ved ya kisi pracheen granth me likha ho ki koi ishwar ko na manne wala jahannum me jayega? Adhunik granth Quran me kai martaba aaya hai Allah aur akhri rasool ko na manne wale jahannum me jayenge. Aap ke rasool ne apne chacha Abu Talib tak ko dozakh me jalne ki dua mangi. Aap ke adhunik granth ke hisab se to non-Muslim jahanum me jayenge to kya insaniyat ka paath padha rahe ho yahan? Ab yeh bahana mat kar dena Quran ki ayat ka galat tarjuma hua hai ya context galat hai.

Daee: Aap kitne achche hain dear. Hamare lagbhag sabhi prachin granth hamare paas maujood hain aur ham unko padhte rehte hain, sabme likha hai ki ishwar ko na manne wala ya kuch major paap hain unko karne wala narak me jayega chahe wo khud ko musalman yani agyakaari hi kyun na kehta–samjhta ho. Ex. "Hey mitro parmeshwar ke atirikt kisi anya ki upasna na karo to tumpar hinsa na hogi (Rigved 8:1:1)" Vishay kaafi lamba hai. Aur rasool ne apne chacha ki sazaa sabse kam kara di, na ke dua ki, woh to logon ko narak se bachane ke liye dharm ki punarsthapna karne aaye they.

Mr. LITL: Chalo acha hai kam.se.kam Ved ko reference liya jata hai Quran ke liye. Aur lena padega kyunki aaye din Quran ki aayat per ungli uthti hai. Khud musalman he

mutamaiyan nahi hai Quran ki aayat se. Aap ne Ved ka hawala diya acha hai wohi mai aap ko samjha raha hun ki kisi dharm ko samjhna hai toh literature padho, unki practices mat dekho. Islam ko samjhna hai toh Quran aur hadis. Quran un per nazil hua jo 6 saal bachi Ayesha ke saath sambhog kar lete the fir bhi durust hai. Ab kya kiya jaye arabon me yeh aam baat thi.

Daee: Kaafi jankaariyan ghalat hain aapki. Jaise Ayesha (r) ki umr vidayi ke waqt 19 saal thi na ke 6 saal.

Mr. LITL: Apne marzi se kuch bhi bol doge Sarkar. 6 saal ko 19 saal bol doge? Haqiqat se duriyan kyu Sahab? Authentic reference dijiye apne is dawe ka ki Ayesha amma ki vidayi 19 saal men hui thi. Koi etihasik reference? Jaise authentic hadis only, ya fir biography like Ibn khatir, commentary like Al tabri. Yaad rakhiye sirf authentic references. Mohammed bin Abdullah ka character kitna ucch ya kitna neech tha aap khud padh len. Bolne ko bahot kuch hai sahib par kya kya bolein yahan? Aap ka kisi insan per believe Paigamber jaise aap ko Mubarak. Bas etni si gujarish hai ki dusre religion practices ko truth bana kar pesh na karien aur apni Islam ki ulti dusron per na karien. Agrah hai ki kisi religion ke baare me jaanna hai toh literature padho na ki practices dekho. Doosri baat: Shloka ur ayat men fark hai. Quran ki ayat men jaan nahin kya jo shlok ka sahara lena padta hai?? Arab ke Allah me kuwat nahin kya? Tumhare Mohammed me kuwat nahi kya? Jahil arab se nikli hui ayat aur sura kab se shlok ho gai sahib?

Daee: Ayesha ® ki Umr ke liye is link par padhen. https://www.newageislam.com/hindi-section/nilofar-ahmed/of-aishas-age-at-marriage-

Mr. LITL: Arre bhai, sach me jahil ho ya zidd hai manna nahi. Dubara padho kya pucha gaya hai. Authentic hadis, authentic biography Ibn Ishaq, Tabri, or Ibn khatir me se reference do. Ya samjh me nahi aa raha hai tumse kya pucha ja raha hai? Arab jaise jahil mat bano.

Daee: Un authentic ka critical analysis karne se hi ye baat sabit huyi ki ashar yani 10 ka word miss-hua jiski wajah se aap tak wrong info pahunchi. Vese agar koyi unnatural baat aap tak pahunche to kya aap khud ke intelligence par bharosa karna tark kar denge, ya research karke haqiqat malum karenege?

Mr. LITL: Sab haqiqat maloom hai hamko. Tum mujhe ullu samajhte ho kya. Maine bahut kitaben padhi hain is sambandh men. Tum idhar udhar ki baat mat karo. Sahi jawab ho to bolo nahin to baat band karo. Mera samay faltu nahin hai tumhari

bakwas sunne ke liye. Uttar dhoondh lo, fir baat karna. Jao uttar dhoondho.

Daee: Tumhare paas unki umr 6 saal hone ka koi suboot hai, jo aisa bol rahe ho? Dikhao apna suboot?

Mr. LITL: Bahut suboot hai. Bahut si kitaben hain. Main tumhen unka link nikal kar bhejunga.

Daee: Theek hai wait karta hun.

Readers would be surprised to know that he never came back with the proof.

Quora

Quora is essentially a knowledge sharing platform based on questions and answers. In fact, the term 'Quora' itself has been derived by abbreviating 'question or answer'. Anyone registered on Quora can ask a question and everyone is free to provide an answer. Quora users are free to ask questions on any subject or topic, go through the information available on the platform and share their own knowledge with others, if they like.

On Quora, as on other platforms, you can like or unlike a question or answer by upvoting or downvoting it, follow people you want and make comments. It also allows you to communicate through private messages, but only with those who follow you. Quora also has the option of reporting indecent and insulting contents.

Notifications on Quora can be checked by clicking on "Notifications" in the top bar menu. It also has its own specific analytical and statistical tool which helps to measure the progress of your profile.

Quora supports about 24 languages. Of these Urdu, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Tamil and Telugu are some of the Indian languages that a dae'e can work in.

Dawah on Quora

A visit to the site would reveal that people ask questions on infinite number of topics, with Islam being one of them. This is what makes Quora an ideal platform for dawah.

With over 300 million unique visitors to Quora every month and growing, it presents a great opportunity for a dae'e to reach out to a large audience.

- A dae'e can himself initiate a discussion by asking questions.
- Answer questions posted by others.
- Get to the know views of people by going through various posts already present there.
- Comment on topics under discussion by others.

Questions and answers posted on Quora are also picked up by Google and Bing search engines. These are displayed quite high in the search, with a link provided to read the full content. A great dawah answer would not remain limited to just Quora users, it would get further exposure and if extremely well written, might become a reference for future for others.

A Few Useful Tips for Quora

I myself am a regular Quora user and, based on my experience, would like to give a few tips that would make it easy for you to put it to its best use for dawah.

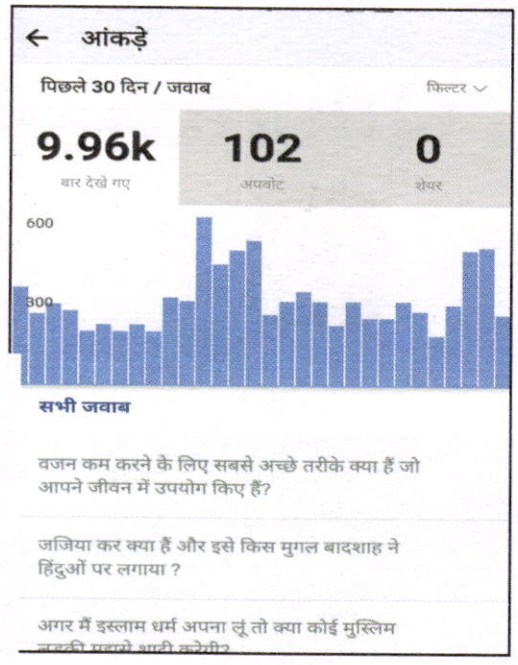
- Quora users tend to watch a writer's profile before upvoting. It helps to have an attractive profile. Create one that shows you as an expert and an authority and a one that stands out. Avoid making a false profile.
- Craft your answers like a great writer and show that you know the subject in-depth.
- Add a link that covers the subject more in-depth.
- For a dae'e all questions should have equal importance, but if it comes to choosing one, it is better to choose the one with lesser number of views. Chances of further views on heavily viewed questions would be very slim.
- Answers supported with graphics and videos are likely to get more attention, as in other platforms. You can share multiple pictures and videos in an answer.

- Consider every answer as an article from your side. Deliver the best that you can. You never know what uses it can be put to by viewers.
- Use headings and subheadings to increase the appeal of your answers. Try to 'bold' important portions.
- Support your replies with quotes from Quran and Hadees to give them a more authentic look. For getting Quran translation in Hindi the website www.quraninhindi.com would come in very handy.

Analytics on Quora

Unlike other platforms, Quora gives the performance of your question and answers in the app itself. The following reports are displayed by Quora:

- Total views of all contents.
- Views per month.



30 Day Reach

- Daily reach for last 30 days for all contents/particular content.
- Total answers written.
- Total questions asked.
- Shares.

- Followers/followings.

All questions and answers put forward by a person is attached to the profile and can be viewed anytime.

A Glimpse of a Dawah Interaction on Quora

The following is an example of an answer given to a question on Quora and the comments received thereafter. This would give the readers a feel of how many people react to Dawati post.

Question: If God exists, then why is there so much evil in this world? I have started to get a feeling that God Himself is evil and supports wrongdoers and evil people?

Answer: 8 January 2019

For sure God exists.

Then why is there so much evil in this world? This question would not have arisen if the questioner had read the holy Quran–the book from God, in which He explains the purpose of creation of this world & of human beings. You normally will not see Muslims asking such questions and the reason is simple. They know very well the purpose of life.

The Quran explains that we human beings have been given this life as a test and that death is not the end of life but the beginning of a new eternal phase. God not only created us; He also gave us a complete package of Guidance that we are supposed to follow in this world. And for this He gave us complete freedom of choice. We are totally free to choose His guidance or reject it and follow any other way of life we prefer. He could have forced His guidance on us but that would have gone against the very purpose of our creation- test.

Having given us freedom of choice, He also told us that on the Day of Judgement all human beings would have to account for their deeds. Violation of His preferred guidance would result in punishment while bowing to it would earn reward.

Since this life is sort of an examination Hall and we all are scribbling on our answer sheets, we should not expect the result to be declared even before

we have finished the test.

And it is for this reason God gives both good & evil equal chance to flourish in this world. It does not mean that He approves the evil deeds. It is just that He allows it, even though He has the complete authority to stop it anytime. It is like giving the dog a long rope. It keeps on playing with it unaware that this very rope is going to become the cause of doom for it.

So whatever evil we see in this world is not the result of God not acting, but the result of our rebellion against Him. We are so foolish that we think ourselves to be wiser than Him, better decision maker & better planner than Him. And in our foolishness, we have rejected the divine guidance that was meant for our good and would have resulted in peace all around.

So, God is not responsible for the evil. We are.

Comment No. 1

Joga Rao

January 13, 2019

I can accept all that you say–especially your last line–except for the views expressed in the third para regarding Day of Judgement and punishment or reward for deeds done. This view is purely human thinking and the way a human judge with human failings decides the fate of another. In one lifetime a human being cannot change his character or give up all his bad habits. There is also no opportunity given for a man to repent and reform himself and evolve into a better human being. For the sins committed due to his immaturity he is condemned without recourse or appeal. I cannot accept that an all- knowing wise God will decide the fate of humans in such a way. If it were so, then majority of human beings–who are immature and blinded by lust, greed, hatred, ego etc.–will end up in hell and only one in a billion will enter heaven.

Comment No. 2.

This received a supportive comment from Michelle Zirkle.

Vishal

How do you counter good people who have done only good things in life facing the toughest of the problems in life?

Michelle Zirkle

I agree with you. I have depended upon God all my life and have suffered and suffered and suffered and I do not see any end to the suffering and I have devoted myself to him and he is laughing at me.

Comment No. 3

Mark Wrightman

What is this "test" for say, a young innocent child at a tender age of 6 who is molested and raped? Is he/she supposed to say "God is testing me so I shouldn't have any negative feelings of pain, fear, hurt, abandonment etc, and I am responsible for this evil? You may say that the oppressor is under the test, but this kind of evil is inexplicable to a 6 year old. I know, I was that child (molested— not raped).

Comment No.4

Kathleen Susanin

Muslims do not ask questions about Allah or the Quran because they are afraid to. The Christian God welcomes us questioning Him, the Bible and if someone wants to know why God allows suffering, read the Bible. Like the Quran it will tell you. I see so many people who say they are Christians that ask these questions who have never read the Bible. The Muslims know their Quran. Christians' why don't you know your Bible? And as far as suffering you will find out that we are responsible for most suffering. 100 years ago there was hardly any cancer, but what we have done to our environment with pollutants, chemicals high power towers etc. has skyrocketed cancer cases. People always mention the kids with aids in africa. Who had sex with a monkey to make it start and how did children get hiv? From their parents who have unprotected sex randomly. Powerful countries have enough money that could allow people in poor countries get treated for things we have in the USA and get cured but they do not get it because they cannot afford it so they suffer. We have enough money to see that no one in the world is ever hungry, but whos fault is it that they don't get it? God's? You get the idea, so please do not blame God for all the pain and sufferings in the world. Look at your fellow man.

Comment No. 5

Randy C. Hamilton

No proof of any gods, none. Try thinking for yourself.

Comment No. 6

Deborah Kennedy

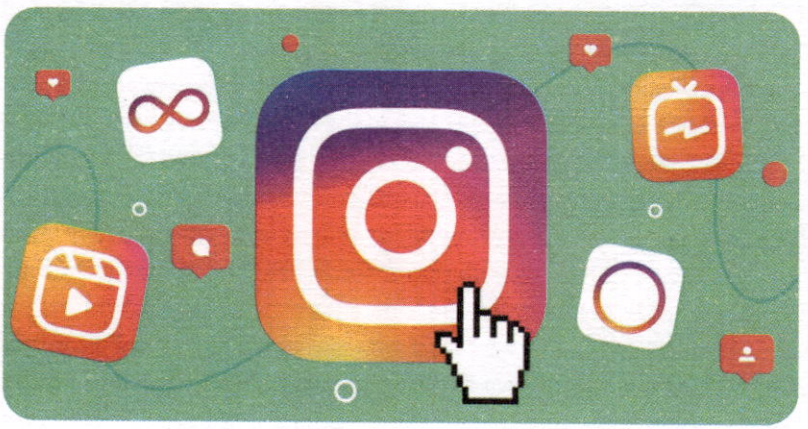
If he does exist, I am sure he is looking down saying "what the..... was I thinking"

Comment No.7

Anony Mous

If he exists why do he allow slavery, raped, murder, genocide and cruelty as some verses have this kind of context?

Instagram



Instagram as described on its website, is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. People can upload photos or videos on Instagram and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username.

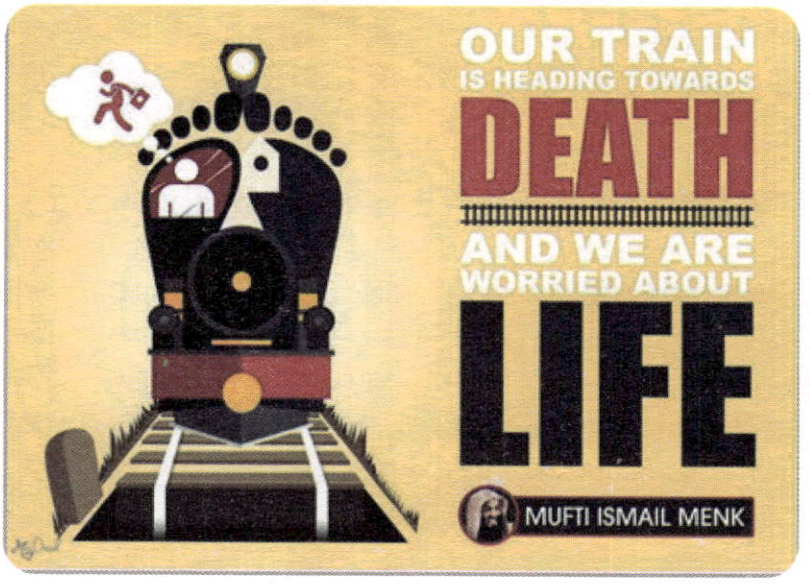
When you post a photo or video on Instagram, it gets displayed on your profile and others, along with your followers, will be able to see it in their own feed. Likewise, you will see posts from others in your feed. Unlike other platforms, Instagram allows its users to edit and upload photos and short videos through its mobile app. You can add a caption to each of your post and use hashtags to index these posts to make them searchable by others.

As with other social networking platforms, Instagram allows its users to like, comment and bookmark posts from others, as well as send private messages via the Instagram Direct feature. It also allows photos to be shared on several other social media platforms including Facebook, Twitter etc. with a single click. Instagram also has a feature that lets a user post multiple photos or videos together.

In 2012, Instagram was acquired by Facebook and it now boasts of over 700 million active users, twice that of Twitter.

One of the uniqueness of Instagram, as a social media platform, is that it has a lot of options for photo-editing in the app itself. It has a wide range of digital filters that allow users to give their photos special effects, including the one that gives a vintage or faded look. Other editing tools allow users to increase contrast, adjust brightness, saturation and sharpness etc. It also boasts of a special feature that allows users to share their moments of the day. This stays on the platform for 24 hours and then disappears.

Dawah on Instagram



Like other social media platforms, Instagram can also be successfully used for dawah. However, since it is basically a photo and video-based platform, it requires some skills in graphics and videography. Whatever be the dawah content, it would need a beautifully designed graphics to accompany it. Photos below, that have been picked up from Instagram, would help grasp the extent and level of expertise required for dawah on this immensely popular platform.

Unlike in Facebook and Quora, messages on Instagram need to be short but attractive. They could be an ayah, Hadees or some other quotation. These can easily be converted to graphics by pasting them on a coloured background. However, if a suitably designed photo is used, instead of just a plain background, it enhances the appeal and has more chance of being liked and shared.

Randomly posting a few photos on Instagram, would also be a step towards dawah, it would lead to more success if a bit of planning is involved. A complete long-term strategy needs to be formulated and photos and videos created accordingly. The following points would help in working on Instagram:

- Make use of #hashtags to promote your content.

- Always try to caption your photos and videos.
- Keep the quality of photos and videos excellent. Poor quality would render them ineffective.
- To encourage engagement, request for response on your posts.
- Try to make use of Instagram stories feature.
- Partner with other dae'es on Instagram to get a better reach.
- Be consistent. But do not over-post.
- Use Instagram Insight to analyse responses.

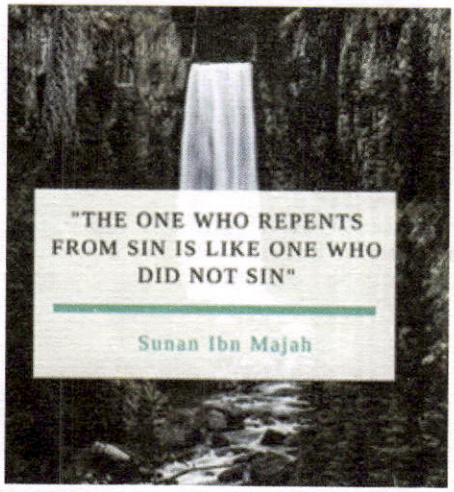
Glimpses of some Dawah posts on Instagram

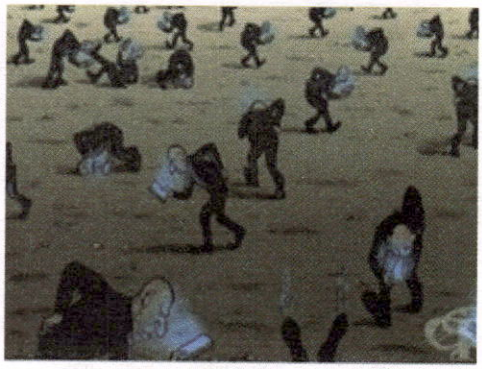
Social Media Dawah Strategy

Dawah on social media is not just about posting an ayah or a Hadees and expecting some likes and comments. For an effective dawah, there needs to be a well thought out plan behind every post and a clearly defined goal that you intend to achieve. Without a well thought out strategy it would amount to participating in social media just for the sake of it. A minutely formulated dawah strategy on social media would help build a strong organic presence, generate better engagement, save time & money and would be more likely to achieve the desired result.

Audience: Instead of targeting everyone on social media it is better to decide on a specific group of audience and then create contents accordingly. This could be on the basis of age, gender, profession, community and language. A dawah video tailor-made for youths would not have the same appeal for the elderly. One made specially for women would not attract much audience from men. People with a particular set of belief would not have much interest in posts catering to people with a different set of belief and so on. Extensive research needs to be undertaken in deciding on the audience in order to make your dawah endeavour a success.

Content: To be a successful social media dae'e you need to produce exceptionally high quality and customised content. Just any text, graphics or video is unlikely to have much impact. Always go for original and creative content that would suit a particular set of audience. Social media not just helps to promote any content, it also helps to research on what content is more likely to find acceptance. It would be





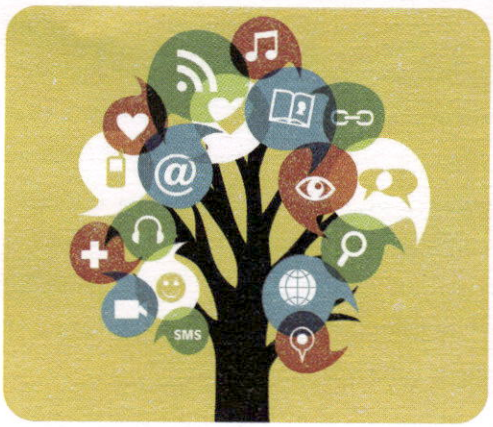
[The time of] their account has approached for the people, while they are in heedlessness turning away.

In Islam men are seen as the guardians of women. That does not mean that women are seen as any less than that men. For surely, what is being guarded is more precious than the one guarding it.

worthwhile to do a little research on what your selected set of audience would welcome.

Choose the right network: Research also needs to be undertaken to find out the social media network your targeted audience prefer and then designing your content accordingly. For example, if political leaders or celebrates are your intended audience, then you need to design you content for Twitter, as this where most of them are found. For youths, Instagram & YouTube would be more suitable. For elderly, Facebook would be the best choice.

Make your content network specific: All social media networks are not identical. In fact, each, one of them have some special characteristics and attract audiences with a particular orientation. Twitter likers are short and crisp. Facebook allows



posts longer than tweets and works well with short videos. Instagram survives on photos & short videos and has a unique 'Story' option. YouTube runs on videos, both short & long. Quora is for the ones with a flair for writing. For a dae'e, the social media dawah strategy should take into consideration all such specifics to get the best result.

Sharing Schedule: Producing a good dawah content for social media is winning just half the battle. Sharing it at the perfect time completes the victory. Research have shown that each of these channels have a different time that works best for the audience. The best time to post on Facebook is different from the best time to post on Instagram and the same holds good for all other channels. A smart social media dawah strategy needs to assimilate even these minute details. A little probing on the net would yield these details.

Setting-up Goals: Although a dae'e would wish all his posts to go viral, it is advisable to be realistic and build-up on audience slowly. An effective dawah strategy on social media would include setting up of measurable & achievable goals for every post, and then finding ways to attain them. Vague conceptual targets, like 'building-up on audience', sound nice to the ears but are not achievable as they cannot be measured. Setting-up of goals require social media-audit of your account to get a sense of the current level of performance. This could be used as the baseline for setting-up goals. These goals need to be specific, measurable, achievable, realistic and time sensitive. This is known as SMART goal framework concept. Success of any dawah post should be assessed in relation to the setup goals.

Engaging with the audience: Engagement with your targeted audience forms the backbone of all dawah activities. Special attention, therefore, needs to be given to generate engagement. Dawah posts should be designed to invite audience to comment, ask questions and give suggestions. All successful social media dae'es have a long history of continuous engagements with their audience. A major chunk of your dawah efforts should be directed towards engagement.

Converting online contacts to offline links: It would serve the purpose of

dawah to simply deliver messages online. But it would be even better if online communications can be used to develop offline contacts. Techniques for such conversions need to be part of all social media dawah strategy. Dawah posts that include request to respond and comment not only perform better, they also serve as stepping-stones to develop personalised contacts. These can be judiciously used to build offline relations. Offering books, pamphlets, magazines for free or on special discount, help to collect data that can be used for this purpose. Organising offline events, be it dawah or otherwise, and then inviting them via social media, email or phone is also an excellent way to build strong offline relations.

Promotion Plan: Paid promotion options are available on all social media platforms. It lets you connect to audience who cannot be reached organically. Dawah strategy on social media should have provision for utilising this facility. Professional help could always be availed of, if needed.

Teaming-up with other Dae'es: Other dae'es, working on social media, should not be taken as adversaries, but as allies. It would be a good idea to team-up with them to coordinate your efforts. Posting on each other's channels, planning & coordinating dawah campaigns and helping in widening reach should form an important part of your dawah strategy.

Tracking performance: All social media channels generate performance reports. These should be analysed in-depth and course-correction made wherever necessary.

Social Media Integration

Dawah is all about taking the message of Allah to all nooks & corners of the world. In terms of social media, it means using all available platforms for the dissemination of this message and not limiting yourself just to the most common few. This is easier said than done. With

more than a dozen platforms competing each other for limelight, it becomes quite cumbersome to post on all of them separately, one by one. With the development of social media integration, this has now become a one-click act. Social Media Integration allows us to connect to various platforms on one screen. Moreover, it also opens up avenues to link social media platforms with our websites & emails, thus infinitely magnifying our reach.

Benefits of Social Media Integration

Social media integration has revolutionised the way people manage their multiple social media accounts. Some of the benefits of social media integration are as follows:

One-Click Cross-posting. No need to copy paste your message on every platform separately. With social media integration you can easily post, share and schedule your dawah messages on all the selected platforms simultaneously by just one-click.

Easier Analytics. One place availability of all analytical metrics like views, reach, impressions, engagements and conversations from multiple social media platforms.

Easier to communicate. Social media integration makes it easy to communicate with your audience and answer their queries & comments instantly.

Makes Website more interactive. Integrating social media into a website enhances its attraction and makes the visitors stay a bit longer on it, thus providing a better exposure to its content.

Increases following. Social media integration into a website increases the probability of a visitor following your profile. A 'Follow Us' tab embedded next to your social media icons encourages the visitor to click on it.

Ways of Social Media Integration

Social media platforms can not only be integrated together, they can also be linked to other communication tools that we have. The following are some of the ways in which this integration can be affected.

Integration of multiple social media platforms. Yes, it is possible to link together some of the most popular social media platforms. Many of these sites have inbuilt tools for cross-linking. Facebook can be linked to Instagram, Twitter & WhatsApp.

The photo and video platform Instagram allows cross-posting to Facebook, Twitter and Tumblr. This cross-linking can be activated from the settings option and can be turned on-off as and when required. More and more social media sites are expected to provide this facility in the near future.

Integrating social media to websites. Social media buttons of relevant platforms when added to your website, act as a catalyst for visitors to click on them and take a glance at the profile. It not only promotes the website; it also enhances the views and likes of your dawah material. These buttons are normally added at the bottom of the Homepage. They can also be added at the top, near the side bar and at the end of a blog post. Many social media sites themselves have options to display the website URL, thus enabling two-way integration.

Social media and email integration. Emails are still relevant. Integrating them with social media is an effective way of promoting dawah. This integration can be brought about in the following ways:

By adding social media icons to all your emails. This should be placed at a noticeable place, preferably at the top. Adding an appealing invite to take a quick look at your social media profile would nudge the readers to click on them. Chances are strong that this would result in a few extra likes and comments.

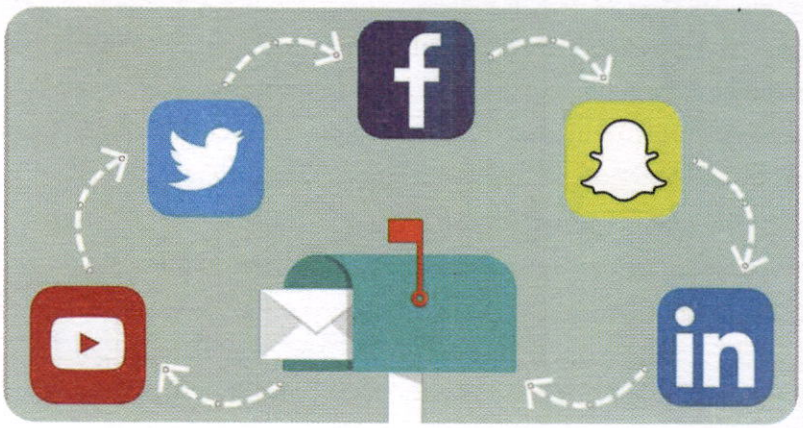
Collect emails on social media. Your social media followers are very likely to be interested in knowing more from you. If given an easy chance, they would in all probability, go ahead to join your mailing list. Facebook offers the facility of placing an email sign-up form directly on your page.

Promote your dawah content through regular emails. Use your social media fanbase as subscribers for your dawah emails. All you need to do is to encourage them to become your subscriber. Use embedded email sign-up buttons on your social media channels to get their subscriptions.

Use share option for promotion. By prompting your subscribers to share your content to their network is an easy way to promote your message. This can be done by placing a 'share' option in your outgoing messages.

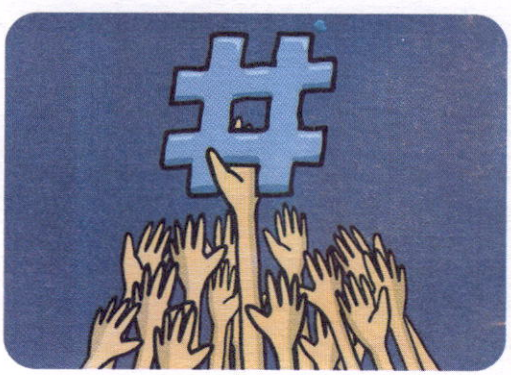
By using social media integration tools. An easy way to bring about an effective social media integration is through the use of many tools available on premium. Fortunately, there are a multitude of such tools available online, that can streamline all these efforts and assure maximum result. A few of these are listed below:

- Buffer
- Hootsuite
- Sendible
- Social Pilot
- Crowdfire



All these tools help in content creation & publishing, content analysing and responding. They all offer limited accessibility in their free versions, which are good enough to start with. These tools have become the most-used options of social media integration these days, and these requires some expertise to operate.

Hashtags



In the previous paragraphs #hashtags were mentioned as a tool to promote content on social media. It, therefore, seems appropriate to describe the meaning and use of #hashtags here for the benefit of the readers.

Hashtag is a word, or a phrase preceded by the # sign that is widely

used on Social Media to tag different posts related to a common topic. This social media tool creates a unique label for your content and helps others, interested in a particular topic, to connect quickly. A hashtag looks something like this: #WeLoveIslam, #Quran or #Say_No_To_Hate.

Hashtags came into limelight in 2007 with their use on Twitter, but are now widely used on almost all social media platforms, such as Instagram, Facebook, Pinterest etc. Twitter Campaigns make very extensive use of #hashtags for trending. A hashtag can be used with any content being shared on these platforms so that others, searching for similar topics, can easily locate these contents by looking for the same label on that platform. Searching for #Quran_For_All on Twitter, Instagram or Facebook would lead one to all posts with a similar hashtag.

The symbol # should not be confused with the symbol @, as both serve entirely different purposes. While the @ symbol, put before any Twitter handle, delivers the message directly to that person, #hashtag generates access to all messages with a similar label. @rashidmumbai, inserted in any tweet would directly deliver it to the person with this Twitter handle. While #Rabi_ul_Awwal would direct one to all tweets on Rabi-ul-Awwal.

#Hashtags provide tons of benefits when used intelligently. The following points would help understand the benefits of using #hashtags for dawah.

- Extends reach outside your network of followers on any platform.
- Makes it easier to communicate.
- Helps find target audience.
- Drive Campaign.
- Build followers.

The logic behind the effective usage of the hashtag is to analyse the keywords used in the social media traffic and try to relate your hashtags with these keywords. This would result in your post getting more exposure, than by using any general hashtag. The following care should be exercised in the use of #hashtags to gain maximum benefits.

- Use #hashtags optimally. One or two #hashtags in a post would suffice. It has been found that the reach of a post gets doubled by using #hashtags, but its overuse reduces the reach drastically.

- Do not use # with every word of the sentence. It does not help the purpose and also causes distraction.

Incorrect Use: #Prophet #Muhammad #is #the #Prophet #of #Allah #for #all #mankind.

Correct Use: #ProphetMuhammad is the Prophet of Allah for all #mankind.

- Use simple and relevant hashtag. Using a long and difficult hashtag would not yield the desired result. Use hashtags that are simple, to the point and short. Hashtag search tools such as Ritetag or Hashtagify can be used to search for the trending and appropriate hashtags.
- Use #hastags that cover a wide spectrum. It helps to spread the message faster. Eg. Using #DivineScriptures or #ReligiousBooks, along with #ReadQuran, for a post that invites towards Quran would broaden the reach.
- Never use controversial and derogatory hashtags. These would misrepresent your message and cause more harm than good.

A list of some useful hashtags is given in the Twitter Campaign section.

Wikipedia

Established in 2001, Wikipedia is a multi-lingual online encyclopaedia which is one of the most widely used website in the world. It acts as a ready reference for almost any topic one can conceive of and has become the most common source of information for the internet-generation of today. The amazing part of Wikipedia is that anyone with a computer and access to internet can contribute to or edit content on the wiki page. This unique feature of Wikipedia, to allow everyone to freely share knowledge, has made it the most sought-after content source in the world. This uniqueness also makes it a great tool for dawah.

Along with search for all sorts of topic, people also search the net for knowledge on Islam, which invariably leads them to Wiki pages. This opens up the following possibilities for working with Wikipedia.

- **Giving Wikipedia an Islamic colour.** Islam holds a distinct and unique viewpoint on almost every topic that comes up for discussion in today's world and Wikipedia's open-edit policy gives a dae'e the chance to publish

the Islamic perspective for the benefit of the whole world.

- **Update Wikipedia with complete information on all topics related to Islam.** There are many topics where the information given on Wikipedia is not enough. As an example, while searching for Akhirah, one comes across very incomplete and meagre information posted there. This is true for many other topics as well. It would be a good effort on the part of a dae'e to update all such information.
- **Introduce topics that are not yet covered.** There are bound to be many topics that are left uncovered by Wikipedia. Efforts made to fill this gap would very well serve the cause of dawah.
- **Edit and remove unauthentic information.** The open-edit policy of Wikipedia raises the possibility of vandalism and tampering by people with vested interests. Working to remove all such misinformation should also be seen as part of dawah.

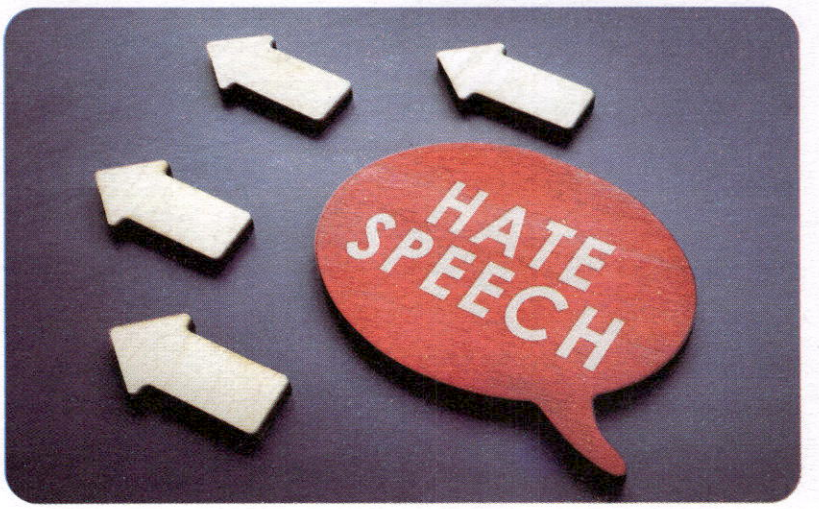
Advantages and disadvantages of Wikipedia

Wikipedia has slowly become an intrinsic part of our internet-life. In most of the searches on Google, the first answer that generally comes up on any subject is the information available on Wikipedia. This information, although easily and readily accessible, should always be taken with a pinch of salt, as the following advantages and disadvantages show.

- **Wikipedia pages offer extremely wide range of information.** Search for almost anything would yield some result. But not all information on these pages can be trustworthy.
- **It is easily and freely accessible.** However, it has been noted that most of the editors do not undertake sincere and in-depth research before uploading content on Wikipedia.

- **Instant updating.** Unlike other sites, contents on Wiki pages become immediately available for use. However, these contents are not acceptable for academic research and students are advised to refrain from doing so.

Trolling



According to the online Cambridge Dictionary, "a troll is someone who leaves an intentionally annoying message on the internet, in order to get attention or cause trouble." Trolling can thus be defined as an "intentional effort on the internet to create discord or upset people by starting quarrel or by posting inflammatory messages." Almost 90% of active users on internet, according to a survey by the United States based Statista, have been known to have faced some sorting of trolling on social media in one way or another. Of these, 50% trolling were assessed to be politically motivated, while 40% were targeted towards religion. Trolling these days have become so rampant that a lot many websites have opted to completely removing comments option.

The general belief is that trolling is resorted to by persons for amusement, to overcome boredom or for extracting revenge and that these are mostly spontaneous. However, according to the retired Director General of Police (DGP) and former

Vigilance Director N C Asthana in his piece in The Wire dated 28 April 2020, *their purpose is not amusement, annoying others, drawing attention, or to disrupt a discussion by a foolish contradiction of common knowledge; rather they are driven by motives that are nothing but sinister. Trolling, for them, is also a way of demonstrating their numerical strength and thus constitutes an indirect threat that they will prevail by sheer numbers, if not by merit.*

A psychological analysis of these trolls reveals that these are utterly wicked people with a very venomous agenda that drives them to spew hate-filled messages against their targets. Anonymity on the internet helps them get away with their online toxicity and viciousness. Unable to counter any of the arguments that a person is giving, they direct all their hatred against the person himself. When targeting a woman, they indulge in malicious character assassination. Labelling their targets as anti-national, sickular, urban naxal or leftist is the common style of these social media trolls. Threat of violence & legal action, sexual innuendos for women and religious bashing of their target is the common thread that binds these trolls together in our country. Trolling across the globe has come to such a pass that one cannot rule out the existence of state sponsored trolling.

Doing dawah on social media, on any platform, is bound to attract trolling sooner rather than later and it would need a lot of wisdom, astuteness and sagacity to face the onslaught. Countering trolling is one of the most difficult tasks for a social media worker, more so for a dae'e. Experts and researchers on trolling have come out with many recommendations on ways to tackle social media trolling. A few of these are being given below:

- **Ignore them.** This is easier said than done, but it is the first action recommended when faced with trolling. Ignoring them might take the wind out of their sinister designs.

- **Report to network administrator.** This action helps. Multiple reporting to the administrator many a times results in these trolls getting blocked. For a dae'e, blasphemy against Islam or Prophet Muhammad(pbuh) is the most likely form of trolling to come across and most of the time reporting is known to work.

- **Block them.** Another option to get rid of trollers is to block their account from your page or profile. This action is quite effective for standalone trolls or those trolling just for fun, but normally fails to deter organised trolling as these work with multiple profiles & pages.

- **Respond humanely.** Many people suggest responding to them in a humane way, hoping to arouse their morals, if any is still left. A bit of humour injected in the response is also known to work in some cases. For a dae'e even a troll is a target for dawah, and all responses should be within this domain.

- **Present facts.** If the trolls are presenting wrong or distorted facts, presenting the truth might shame them into silence. Trolls are known to work diligently on the agenda and most of the time are completely ignorant about facts. History of the Muslims in India, demolition of temples, forced conversion of the local population etc. are some of the favourite topics of these trolls. Presenting them with authentic data might make them realise their ignorance and motivate them into silence.

- **Report to cybercrime cell.** Remember, trolling comes under the purview of cybercrime and action can be taken under Section 66A & 354A(iv).

Do not forget that Trolling is a fact of our social media life and we need to take it in our stride. As it is still a new and developing phenomenon, it would take some time before the society finds a way out to -counter them effectively. Till then we need to use all our wisdom to tackle this menace.

In my experience with trolls, I have found that ignoring them is the best option. The moment you answer them, you give them the opportunity to fire at you at full blast. For a few trolls responding in a very polite and humble way helps to counter them and sometimes they even accept your view point. But this is very rare. For a Daee, trolls are a nuisance. But looked from a different angle, trolls also provide an opportunity to cover topics that are not directly related to you post.

Fake News

Trolling is not the only menace ruling the social media these days. Fake news is another, and in a way a bigger, menace that has taken a spurt with the increase in online activities.

The term fake news is used to refer to fabricated news – news which have no reality but are presented as real, to deceive the people. Partially correct news, deliberately presented as fact, are also counted as fake news.

With political and religious sentiments continuously on the boil in India, fake news on social media has become a handy tool in the hands of vested interests to promote their sinister agenda. None of the regulations put forward by the network administrators and by the government has yet managed to curb this menace. The years 2019-20 can easily be crowned as the year of fake news. From the general election to Pulwama & scrapping of Article 370, from the protests against CAA & NRC to the Corona pandemic, all were used to trigger extensive misinformation across all social media platforms, leading to disastrous consequences for the country.

Since the outbreak of Corona pandemic, social media has been flooded with thousands of fake news and messages, disguised as medical advice, suggesting instant cure. These suggestions ranged from taking vitamin tablets to stop consuming chicken

to drinking cow urine etc. Even though none of these were backed by any credible scientific research, almost all of them went viral on social media, influencing millions.

Fake news is spread not just by an army of volunteers working for different organisation, millions of robots, or simply bots, have also been introduced in this malicious campaign. These bots are programmed to continuously keep spreading fake news on different platforms. Using bots to get specific hashtags Trend on Twitter, is one of their most effective use to spread misinformation. Surprisingly and sadly, many a times these are state sponsored.

Separating facts from fiction might look like a daunting task, but it is worthwhile to try to get to the truth. Fortunately, many individuals and organisations have taken up the herculean task to filter out fake news and also to spread awareness abouts its damaging and destructive impact on the society. The guidelines given below would help in separating fact from fiction.

- Search for the source. Do some digging, if you receive information from an unheard source. Look for the web address, check for spelling errors in the source name and for strange looking extensions in their URL. Check online for suspicious sources.
- Identify the Author. Fake news generally comes with the author names. Verify online if any name is given.
- Check the message content. Fake news generally presents a vague message, have an angry undertone and make wanton claims.
- Visual assessment. Never take any image on its face value. Go for "Google Reverse Image Search" for anything suspicious and out of normal.
- Verify with Fact-checkers. Alt News, Vishvas News, Snopes, Factchecker & Boomlive are a few India-specific fact checking sites that can be used for identifying a fake news.

An Example of Fake News

During the demonetisation drive in 2016, a news went viral on social media that the new Rs 2000/- notes introduced by the government had inbuilt microchips to monitor your movements etc. But as anyone can guess, it turned out to be fake news and the government, seeing the people concern, had to issue a statement in denial.

Organised and Coordinated Dawah

Social media, these days, is abuzz with people engaged in dawah. There are people on Facebook who share ayahs from the Quran every day. There are people who share a Hadees every day. Some of them are doing it from their profiles, while others have created attractive pages to promote the same. There are many Facebook groups and pages dedicated for questions and answers. Twitter, Instagram, YouTube, WhatsApp, Quora and all other platforms have their share of dawah workers who are churning out impressive material 24x7 with magnificent results. It, however, appears that these are individual and independent efforts. These would have borne more fruit if some sort of a coordination existed between them and they were knit together in a network.

Working together in coordination and in networking is not a new concept for Jamaat e Islami cadre. From top to bottom, we all work together in tandem, and

decisions taken at the top percolate even to the remotest member of the network and is followed in letter and spirit. Furthermore, all actions and decisions taken, are within the framework of the policy and programme adopted by Jamaat every four year. Our activities on social media would yield better results, if they become a bit more organised and coordinated.

Like the traditional media, social media is also a team effort. It requires skill at every level and no single person can claim perfection at all levels. Graphics need to be arranged, tweets and posts need to be compiled, videos need to be shot and edited and all these need to be knit together to suit with the need of the platform being used. Moreover, with 24x7 presence needed to stay alive on the net, it becomes impossible for an individual to keep up with all these dynamics. Putting together a team, not just means more manpower, but more pooling of brains to attain the desired goals.

A social media dawah team can be knit together at the Halqa level, to begin with. The chart below would help in the formulation of this dawah team. The size of this team can vary depending upon the strength and size of the Halqa.

Halqa Dawah Coordinator: The Halqa dawah secretary could himself take this responsibility or a dedicated person, well versed in the use of social media and with inclination for dawah, could be appointed. His role could be summarised as below:

1. Organise and coordinate all the social media dawah activities in the Halqa.
2. Final decision maker in the selection and design of contents in all forms.
3. Would decide the platforms to be used for every content.
4. Organise and train social media dawah groups at Unit level.
5. Organise and coordinate dawah campaigns on social media.
6. Explore new ways for dawah on social media.
7. Organise workshops for the cadre in the Halqa to inculcate online dawah spirit.
8. Create and manage Pages on Facebook etc.

Content Creator: Would assist the dawah coordinator in content generation. Should be well versed in the use of Quran and Hadees and other Islamic literature for this purpose.

Graphics Designer: His responsibility would be to convert the selected contents into attractive graphical forms, shoot and edit videos.

Local Unit Coordinator: Would be responsible for motivating and organising the cadre of the Unit to help in promotion of all dawah material forwarded by the Halqa coordinator. He would also be responsible for arranging workshops and tarbiyati classes with the help of Halqa coordinator.

Arkan, Karkunan, Muttafiq **and Others:** They all would do their best to spread and promote the dawah material approved by the Halqa Coordinator. The others would include the SIO and GIO cadre and all such persons who are willing to participate in dawah activities.

Dawah Workshops

One of the major responsibilities of the dawah coordinator would be to keep his team and the whole Jamaat cadre abreast with technological advances in social media, and the new features that these platforms keep adding from time to time. The Halqa dawah team would comprise the whole cadre, and if they do not keep pace with the developments, they are sure to be left behind in this highly competitive and fast changing virtual world of social media.

One way to keep the cadre informed is to conduct regular dawah workshops. These could be conducted quarterly or, at least, on half-yearly basis. If needed, different workshops could be conducted for the cadre with different levels of social media intelligence. Workshops could also be held for different platforms separately as well as different aspects of content creation.

1. Workshop for beginners.
2. For frequent users.
3. For experts.
4. For different platforms like Facebook, Twitter, YouTube, Instagram, Quora etc.
5. For various aspect of content creation.
6. Extracting contents from Quran and Hadees.
7. Extracting contents from Jamaat and other literature.
8. Graphic designing.
9. Videography.
10. Video editing.
11. Organic and paid promotions.

12. Performance data analysis.
13. Keeping track of trending topics on social media.
14. Responding to queries and comments.
15. Organising dawah campaigns on social media.

It would be ideal to keep these as a single-day event. However, their duration can be increased to two or three days, if required. The following points should be kept in mind when organising these workshops:

- A motivational speech at the beginning, stressing on the necessity of using social media for dawah, would help rekindle the dawah flame anew.
- Workshop means imparting real-time training to the participants. Practical sessions should always constitute a major part of these workshops.
- No compromise should be made in the selection of resource persons. Quality of the training would depend entirely on them.
- Too many participants dilute the effectiveness. Keep them low to get better results.
- Ample time should be given to complete the assignment. Evaluation should be very thorough.
- A detailed record on the performance of each individual should be maintained to help assess his growth.

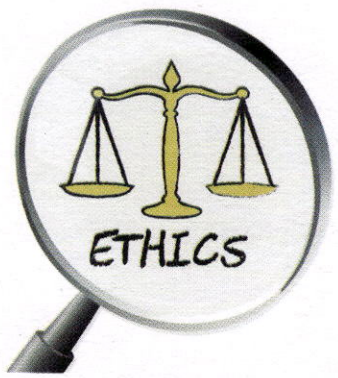
Suggested Topics for Workshops

- Motivational Topics
    - Social media dawah: The need of time.
    - Dawah to every home is possible only with social media.
    - Countering Islamophobia through social media.
    - It is a virtual world, but dawah is real.
    - Reach even to unknown persons through social media.
    - Social media is a dawah gift from Allah.
    - Learning social media is easy.
    - Do not let social media leave you behind.
    - Effective use of social media for dawah.
    - Dawah is the only way for our survival.
    - The world is waiting for the divine guidance.
    - Save mankind from hell fire.
- Assignments
    - Selecting Quran Ayahs and Hadees on various dawah topics.
    - Writing short explanation on these.
    - Searching for powerful passages from literature.
    - Designing, using graphic tools like Canva, Photoscissors etc.
    - Answering allegations and objections against Islam, Muslims and Quran.
- Video shooting.

- Video editing.
- Answering on Quora.
- Creating impressive tweets.
- Organising campaign.
- Social media ethics.

A sample of one-day dawah workshop format, to act as a guide, is being given in the addendum.

Ethics and Etiquettes of Social Media for Dawah



Prophet Muhammad (SAW) was sent to raise morality and righteous character to its highest level. For a Muslim, no part of his life is exempted from the moral bindings of Islam. And more so when inviting people towards Islam and presenting the teachings of Prophet Muhammad (SAW). A dae'e, if he disregards the ethics of Islam, becomes a source of alienation for many, rather than a source of attraction towards Allah's Guidance. The saying that end justifies means, does not hold much water in the way of dawah.

We live in a world where ethics and morality have ceased to be viewed in absolute terms. They are being continually redefined to suit the needs of the ever-changing society. What is unethical today becomes ethical the next day. Homosexuality is one such example.

In Islam ethics and morals are not relative but absolute and are not subject to changes in the society. Muslims are required to follow the ethical standards laid down in Islam at all times no matter what the circumstances. A Muslim should never forget that Allah is watching every deed and making indestructible records of them all. And that we all would be held accountable on the Day of Judgement.

The saying of Prophet (SAW) that "whoever believes in Allah (SWT) and the Last Day should say what is good or keep quiet" should act as the guiding principle for all Muslims, especially dae'es on social media. The Prophet has also stated that, "Muslims have been warned to desist from spreading evils in whatever form."

Islam is not averse to the use of social media as some would like to believe. On the contrary, it embraces all technological advances as long as they are not in conflict with the teachings of Islam and do not violate the boundaries of Halal and Haram. Social Media would be taken as Halal as long as its use stays within the ethical boundaries of Islam.

The following ethics and Etiquettes should always be kept in mind when working in social media.

Intention and purpose: Spreading the message of Allah is the noblest of deed. The Hadees "Verily actions are by intentions, and for every person is what he intended" should act as the guiding principle for all dawah work.

Respect for other religions and religious figures: Dawah is the greatest act of love for mankind. No matter what the circumstances, Islam does not permit disrespect for other religions or their adored personalities. A dae'e should refrain from all such acts, comments or posts that would hurt the religious sentiments of others. Prophet Muhammad (PBUH), despite all the persecution he faced, never uttered even a single word against them.

Honesty and Trustworthiness: Islam commands Muslims to be honest and trustworthy in every aspect of their life. These virtues should be maintained on social media also.

Do not use fake identity: Fake profiles and pages abound on social media and so do their purpose. They indulge in all sorts of illegal, immoral and anti-social activities. A dae'e would never use a nefarious mean to attain a noble end.

Not Posting with half-baked knowledge: A dae'e should refrain from posting any idea or information about Islam without acquiring complete knowledge about it. It would not only be counter-productive, it would destroy the lofty objectives of dawah.

Verifying all news: A dae'e should take utmost precaution when using any news or information for dawah purpose, as not all the news in circulation would be true. Allah (SWT) orders us to verify all news before using them. He says: *"O you who believe, if a wicked person comes to you with a news, verify it, lest you may harm people in ignorance, and afterwards you become regretful for what you have done."* (Quran 49: 6).

Not Spreading False Information and News: Allah is the ultimate Truth. All efforts to invite people towards His path should be free from any semblance of

falsehood. A dae'e is not supposed to invite people towards Allah by hook or by crook.

Posting only Authentic Hadees: There are many Hadees in circulation that are weak in their authenticity. A dae'e should always verify the authenticity of a Hadees before posting it, as posting such Hadees would amount to an intentional lie in Prophet's (PBUH) name. All such acts have been severely condemned by him.

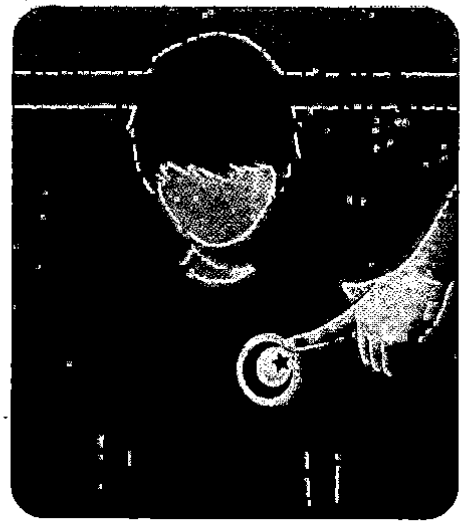
Avoid Backbiting: Backbiting is forbidden in Islam as it damages the prestige and respect of a person, that Islam greatly cherishes. A dae'e would never indulge in such an act as it goes against the very purpose of dawah.

No Bullying: Dawah is not about thrusting Islam down someone's throat. It is a gentle and dignified act that needs patience and perseverance. Prophet Muhammad (PBUH) or his companion never bullied people into Islam.

Not Inflicting Harm to Anyone: Muslims are not allowed to inflict harm to anyone either in real-life or in the virtual world of social media. Many a times unwelcome and unwarranted response ignites the urge to respond in equal terms. A dae'e would always refrain from such acts.

No Showing Off: A dae'e toils only to seek the pleasure of Allah Almighty and not to gain name or fame. Any such intention would render all his efforts in vain, ineffective and worthless.

Islamophobia on Social Media



Islamophobia, according to Webster Dictionary, is defined as the *"irrational fear of, aversion to, or discrimination against Islam or people who practice Islam."* It generates a perverted and distorted picture of Islam and Muslims, by reducing their rich tradition, faith, history and culture to a stereotyped image of violence, intolerance, political and cultural subversion and imperialism.

Islamophobia is now a global phenomenon and has pervaded all sections of the society. It occurs both at individual and institutional level and has multiple manifestations, ranging from discrimination, verbal abuse to physical attacks against Muslims, lynching to desecration and damage to Quran and places of worship, to legislation against Muslims. With nothing being done to combat Islamophobia, its ferocity and fervour is growing by the day.

The unprecedented rise in Islamophobia can be attributed to the phenomenal growth of social media in the last two decades. Not that it had no existence before, it had been there since the time of Prophet (SAW), the bombing of the World Trade Towers in 2001, combined with the fast-emerging World Wide Web, gave it the monstrous shape that now threatens to devour the whole world.

According to a report prepared by Equality Labs. in 2019, Facebook has contributed the most in the spread of Islamophobia. According to the report:

> *Islamophobic content was the biggest source of hate speech on Facebook in India, accounting for 37 percent of the content. Fake news (16 percent), Casteism (13 percent)*

and Gender/Sexuality Hate speech (13 percent) were the next biggest groups.

43 percent of the hate speech Facebook initially removed was restored within 90 days, and 100% of these restored posts were Islamophobic in nature.

Facebook's inability to curb hate speech is disproportionately harming India's Muslim minorities and at times spilling over into real-world violence, according to the report. Thus, the phenomenal rise of Islamophobic hate speech on Facebook, together with a similar pattern on other platforms, has coincided with a rise in real-world violence against Muslims in India. According to the study, Muslims were the victims of 59 percent of cases of religiously motivated violence–even though they make up less than 15 percent of the population.

"As early as 2013 Facebook knew the content on its platform could lead to large scale communal riots," Thenmozhi Soundararajan, one of the authors of the report, said. She points to Facebook's role in helping to instigate the Muzaffarnagar riots. which led to more than 50 deaths and over 75,000 people displaced from their homes. "Many say these riots were sparked by videos which were spread in part on Facebook."

Courtesy www.vice.com

Twitter, not lagging behind Facebook, had also had its share in promoting Islamophobia. An analysis of Twitter in 2016 revealed that more than two Lakh Islamophobic Tweets were posted in the month of July alone. It boils down to a staggering over 275 per hour. The analysis also revealed that there were sudden spikes in Islamophobic Tweets after every act of terrorism. Researchers at the Demos think tank at UK, have noted that identifying tweets that were hateful, derogatory and anti-Islamic was a formidable challenge. They also observed that most of the derogatory anti-Islamic tweets had specific references to recent terrorist attacks and blamed the entire Muslim community for these acts.

According to a report published by the same Equality Labs:

The hashtag #Coronajihad has run rampant on Twitter since late March 2020. Posts featuring the hashtag and a range of anti-Muslim rhetoric have also been shared widely on platforms including Facebook, WhatsApp and Instagram. "What happens on social media matters," said Equality Labs' executive director Thenmozhi Soundararajan. "When platforms like Twitter fail in responding to addressing hate speech and disinformation in a timely manner, there are consequences. This was a preventable tragedy."

The organisation calculates that more than 293,000 conversations pushing Islamophobic Covid-19 content have taken place on Twitter, where they have generated more than 700,000 points of engagement, including likes, clicks, shares and comments. It has also found that the majority of users creating and sharing such content are young men between the ages of 18 and 34, based in India or the United States. It shows that the hashtag #Coronajihad has run rampant on Twitter since late March 2020. Posts featuring the hashtag and a range of anti-Muslim rhetoric have also been shared widely on platforms including Facebook, WhatsApp and Instagram.

According to the report, #Coronajihad first gained popularity in India as part of an ongoing campaign by Hindu nationalists targeting Indian Muslims. The Equality Labs report reveals that Islamophobic social media content related to Covid-19 often reflects common themes. These include Muslims being depicted as the virus and linked to bioterrorism, with Covid-19 as the weapon of choice. Other posts have falsely claimed that Muslims are testing positive for the coronavirus at a higher rate than others and that they are intentionally spreading the disease to non-Muslims as a form of "jihad."

#Coronajihad was just one in a number of social media hashtags which attempted to blame Muslims in India for spreading Covid-19. Other included #BiologicalJihad, #MuslimVirus, #MuslimDistancing, #Jihadivirus and #BanTheBook, referring to the Qur'an, the holy book of Islam.

While #Coronajihad has recently been blocked in Twitter search results, Soundararajan said the platform's slow response amounted to serious negligence.

"The reaction of platforms like Twitter to Islamophobic disinformation and hate speech is a case of way too little and way late," she said. "They have the ability to move and take down content as soon as it is launched. Yet, as our report shows, Islamophobic content has been targeting Muslims in a dangerous way for months. Twitter just chose not to do anything about it.

Islamophobia Propaganda Topics

A cursory glance at the Islamophobic propaganda on social media reveals that they all have one thing in common, they play on emotions, rather than present facts. Most of the times, false and fake issues are presented as facts and the emotionally charged-up audience swallows them all, hook, line and sinker. False stories and narrations are deliberately created, minute incidents blown out of proportion, history is misrepresented, and all actions of Muslims are viewed with suspicion. Anything and everything that can help promote Islamophobia is used as a tool for Islam and

Muslim bashing. However, for the sake of understanding and analysis, the whole gamut of Islamophobia can be categorised as below:

Muslims are Traitors: Muslims are accused of harbouring loyalty for Pakistan and are hence termed anti-nationalist. As a proof of their loyalty, they are asked to recite Vande-Mataram and salute the national flag, as if the Indian Constitution has prescribed these as the basis for nationality and a test for verifying nationalism. Muslims are also accused of siding with Pakistan in cricket matches against India. Some of the Islamophobes have gone so bold as to cook-up absolutely imaginary stories. One such story doing the round recently is that the Muslim regiment refused to fight against Pakistan in the 1965 war. That fact is that there never was a Muslim Regiment in the Indian Army.

Mughals were plunderers: Every effort is made to present the Mughal Rulers in bad light, as destroyers of Hindu temples and as plunderers out to wage Jihad on India. Akbar is picked out from them as the ruler of their choice, while Aurangzeb is made the target of all hate. The Babri Masjid episode has placed Babur also in the list of hated Mughals.

It is also argued that the Mughals got the Indian population converted to Islam under duress, committed extreme atrocities on Hindus, looted all the wealth of the country, started the caste-system and imposed Jizya on non-Muslims.

Islam is a violent religion: Muslims are presented as followers of some strange cult that promotes violence and orders execution of non-Muslims. Quranic ayahs are quoted out of context to give then an entirely distorted meaning that ignites hatred in the mind of the ignorant and unwary masses. Muslims, fighting for their rights anywhere in the world, are branded as terrorists, a term that has been coined only for the Muslims, as others are intentionally kept out of it.

Muslims are essentially Anti-Hindu: A very well-knit narration has been built-up that all Muslims are Hindu-haters and all groups and parties that work for the upliftment of Muslims are essentially anti-Hindus. Frequent anti-Muslim riots are a result of this hatred weaved into the hearts of the masses and very shrewdly, the Muslims themselves are blamed for engineering these riots. The east Delhi riot of February 2020 is the best example of this Islamophobic discrimination and oppression.

Population of Muslims: In order to keep the Islamophobic pot burning, new and innovative allegations are cooked-up at a regular frequency. Muslims have

hatched-up a conspiracy to outstrip the Hindus in population, is one such concocted allegation. This gives rise to further fictitious, sometimes hilarious, charges that all Muslims take four wives and produce ten children as part of this conspiracy and that by 2050 Muslims plan to declare India a Islamic state.

Shariah: Islam and all that it stands for are intentionally made target of ridicule by the Islamophobes. Triple talaq was one such issue which has dominated the national media, including the social media, for quite some time and resulted in a law being enacted to punish the violators.

Status of women in Islam is another topic used by them to keep the Islamophobia pot boiling. Women have no say in their marriage, have no authority in decision-making, are discriminated against in the distribution of Inheritance and are forced to cover their faces, are some of the common allegations that always keep doing the round on social media.

Countering Islamophobia

The Council of American-Islamic Relations (CAIR) in its pocketbook on Islamophobia has suggested the following steps to counter Islamophobia. Although compiled in an American perspective, these can be put to use anywhere where Muslims are facing the onslaught of Islamophobia.

1. **Gauge the influence** of the source. Many obscure individuals and organisations are desperate to get the publicity a controversy would bring them. We should try not to give them more publicity than they can get on their own. In many such cases, the best response is not to react at all.

2. **If the Islamophobic content** comes from an influential source, document it.
    a. Save the URL (internet address) and note the date and time you accessed the Islamophobic content.
    b. Take a screen shot/print screen image of the Islamophobic content.
    c. Include as much information about the author and source as possible.
    d. Note the internet service provider or website host.

3. **Report Islamophobic content** to influential persons from the community and pursue them to take action.

4. **Leverage social media** – Use your talent to start a blog or post on Facebook

and Twitter to increase knowledge and familiarity with Islam and Muslims. Produce short educational videos and post them on YouTube. Responding to insulting chain emails or online comments with accurate and balanced information about Islam can help stop the cycle of misinformation.

5. Sponsor copies of the Quran to the person spreading Islamophobia, if possible.

In addition to the steps suggested by CAIR, the following steps would also help in combating Islamophobia. Social media could play a big role in combating Islamophobia as it is this media that is used to spread it.

Unity: The whole Muslim community needs to respond with one voice to the hate-campaign against them. Unity was never more necessary than now.

Quick response: There needs to be a quick-response mechanism against Islamophobia at every level. The aim should be to nip in the bud all these false propagandas. A monitoring group well versed in sifting the internet for Islamophobic contents would be needed for such a response.

Effective strategy: For a quick and effective response, a well thought out strategy needs to be chalked out.

Remove fear: Muslims, especially the youths, should be regularly counselled to instil confidence in them. For this also, the social media would prove to be most effective, as it penetrates every house. History of Muslims controlling many regions, while being in minority, should be circulated. Teachings of the Quran on how Allah gives victory to smaller groups would be very helpful in instilling confidence.

Educate the masses: Most of the time people tend to believe the false Islamophobic propaganda because of their ignorance about Islam. Unfortunately, Muslims have not made any sincere effort to promote the teachings of Islam and Quran among their national brothers and this gap has been shrewdly exploited to their advantage by the anti-Islamic forces. It needs to be changed and all efforts be made to narrow the gap and reach out to the masses. With its immense reach, social media would be the best medium for it. Lectures, videos, short films and good articles are a few ways to go about it.

Join hand with clean minded people: There still are many people in every community who refuse to buy the hatred against Muslims. Such people are very precious. Their help should be taken in combating Islamophobia. Their views should

be widely publicised using all means. There are many religious scholars who are against hatred. Their views could also be recorded and publicised on social media.

Government Rules and Regulations

Before plunging deep into the virtual and fathomless world of social media, a dae'e needs to acquaint himself with all the rules and regulations framed by the government for such activities. Many a times, inadvertently people post material that would invite action against them and land them in trouble. As fast as social media is developing, so are the rules and laws governing it and a dae'e needs to keep upto date with these changes and developments. This is necessary, not just to keep himself safe from troubles, but also to prevent Islam and Muslims from getting maligned because of their folly.

Social Media, in India, at present is governed by the Information Technology Act 2000. Although the "Right to Freedom of Speech and Expression", the basic right of all human beings, has been guaranteed to all Indians in the Article 19 (1) (a) of the Constitution of India, irrespective of the medium, it does not grant absolute and unrestricted freedom to anybody. In view of public concerns, Article 19 (2) has provisions to put in place restrictions in the interest of public order, decency or morality or in relation to contempt of court, defamation or incitement to an offence.

The Information Technology Act 2000 was amended in 2008. The amended Act contains Section 66A which provides imprisonment and fine for sending offensive messages on social media. This Section describes the offensive messages as below:

(a) Any information that is grossly offensive or has menacing character.

(b) Any information which is known to be false by the user, but for the purpose of causing annoyance, inconvenience, danger, obstruction, insult, injury, criminal intimidation, enmity, hatred or ill will, persistently by making use of such computer resource or a communication device.

(c) Any electronic mail or electronic mail message for the purpose of causing annoyance or inconvenience or to deceive or to mislead the addressee or recipient about the origin of such messages.

Although the Supreme Court in 2015 had struck down Section 66A of the Information Technology Act 2000 as unconstitutional, it continues to be used and one needs to be very careful when creating or forwarding contents on social media.

In 2018, the Information Technology Act was further amended, and Section 67 BA was inserted. It reads as below:

"Whoever publishes or transmits or causes to be published or transmitted in the electronic form, any material which is repugnant to well established cultural ethos, shall be punished on first conviction with imprisonment of either description for a term which may extend to six months and with fine which may extend to two lakh rupees and in the event of second or subsequent conviction with imprisonment of either description for a term which may extend to two years and also with fine which may extend to five lakh rupees.

Provided that any material shall not be deemed to be against cultural ethos merely on the ground that it goes against or contradicts an established practice or custom."

Offences Under IT Act

The following are the offences that are punishable under the Information Technology Act. Although not all are relevant for a dae'e, it would be advisable to keep them in mind when working on social media.

- Tampering with computer source Documents. Sec.65
- Hacking with computer systems, Data Alteration. Sec.66
- Sending offensive messages through communication service, etc. Sec.66A
- Dishonestly receiving stolen computer resource or communication device. Sec.66B
- Identity theft. Sec.66C
- Cheating by personation by using computer resource. Sec.66D

- Violation of privacy. Sec.66E
- Cyber terrorism. Sec.66F
- Publishing or transmitting obscene material in electronic form. Sec.67
- Publishing or transmitting of material containing sexually explicit act, etc. in electronic form. Sec.67A
- Punishment for publishing or transmitting of material depicting children in sexually explicit act, etc. in electronic form. Sec.67B
- Preservation and Retention of information by intermediaries. Sec.67C
- Powers to issue directions for interception or monitoring or decryption of any information through any computer resource. Sec.69
- Power to issue directions for blocking for public access of any information through any computer resource. Sec.69A
- Power to authorise to monitor and collect traffic data or information through any computer resource for Cyber Security. Sec.69B
- Unauthorised access to protected system. Sec.70
- Penalty for misrepresentation. Sec.71
- Breach of confidentiality and privacy. Sec.72
- Publishing False digital signature certificates. Sec.73
- Publication for fraudulent purpose. Sec.74
- Act to apply for offence or contraventions committed outside India. Sec.75
- Compensation, penalties or confiscation not to interfere with other punishment. Sec.77
- Compounding of Offences. Sec.77A
- Offences with three years' imprisonment to be cognisable. Sec.77B
- Exemption from liability of intermediary in certain cases. Sec.79
- Punishment for abetment of offences. Sec.84B
- Punishment for attempt to commit offences. Sec.84C
- Offences by Companies. Sec.85

Note: Sec.78 of IT Act empowers Police Inspector to investigate cases falling

under this Act.

- Sending threatening messages by email. Sec.503IPC
- Word, gesture or act intended to insult the modesty of a woman. Sec.509 IPC
- Sending defamatory messages by email. Sec.499IPC
- Bogus websites, Cyber Frauds. Sec.420IPC
- Email Spoofing. Sec.463IPC
- Making a false document. Sec.464 IPC
- Forgery for purpose of cheating. Sec.468 IPC
- Forgery for purpose of harming reputation. Sec.469 IPC

Complaints/Convictions Under IT Act

According to Economic Times dated 4 March 2020, the government acted against more than 8,000 links on social media in 2018 and 2019 under the Information Technology Act, 2000. These actions were taken under Section 69A of the Act that empowers the government to block any information generated, transmitted, received, stored or hosted in any computer resource in the interest of sovereignty and integrity of India, defence of India, security of the state, friendly relations with foreign states or public order or for preventing incitement to the commission of any cognisable offence.

In April 2017, Zakir Ali Tyagi was picked up in Muzaffarnagar for very casually questioning the judgement on Facebook that river Ganga was a "Living Entity." He had also commented on the proposed Ram Mandir Plan. For these very innocent comments this eighteen-year-old was booked under Section 420 of the IPC and Section 66 of the Information Technology Act and had to spend 42 days in jail. He was not only brutally beaten; he was also labelled as a terrorist, and by the time he got bail he had not only lost his job but his reputation as well. (www.livemint.com)

In January 2020, Prashant Dambale, a 28-year-old poultry businessman, was arrested from Selu, a place over 500 Kms from Mumbai for posting an objectionable comment and a picture about prime minister Narendra Modi on Facebook. The police traced him through his IP address and booked him under Section 67B of the Information Technology Act which deals with "punishment for publishing or transmitting of material depicting children in sexually explicit act, etc. in

electronic form."

On February 13, 2019, Junaid Mev Khan, a 21-year youth from Talen, MP was arrested on sedition charges for being part of a WhatsApp group on which a member had shared a "religiously inflammatory" material and then exited the group leaving him as the default admin. He was booked under Section 124A (Sedition), Section 295A (deliberate and malicious acts intended to outrage religious feelings), Section 153A of the IPC, and Section 67 of the IT Act. After arrest he was taken to the Pachaur Jail where his clothes were removed, and he was beaten up. After being denied bail twice, he was finally released in August. His poor family had to cough-up around three lakh rupees to get his bail. Junaid, who wanted to pursue his study, is now too pessimistic about everything. "With this case slapped on me, no matter what I do, I will always be a desh-drohi. No one will give me a job," he says. (www.livemint.com)

Sample One-Day Social Media Dawah Workshop

First Session

Dars/Tazkeer (Quran, Hadees or Seerat) .....30 Minutes
Opening statement (purpose of the workshop) ..... 20 Minutes
Introduction of Rufqa (if required)..... 20 Minutes
Main motivational speech
"Social Media is a gift from Allah".....40 Minutes.
Question and Answer ..... 20 Minutes

Second Session

Training on video shooting and editing ..... 40 Minutes
Allocation of Assignment (shooting and editing)..... 20 Minutes
Time for completion of assignment..... 60 Minutes

Third Session

Submission of assignment (through projector) ..... 60 Minutes
Comments and advise by expert.....30 Minutes
Closing speech .....30 Minutes

Quotes from Quran and Hadees

Dawah is the process of calling people towards the path of Allah. The Quran clearly states in Surah An-Nahl, ayah 125 to *"Invite to the path of your Lord."* This path of Allah is best defined in the holy Quran itself and the Hadees of Prophet Muhammad (SAW). Quran, as we all know and believe, is the word of Allah. The Hadees are the sayings of Prophet Muhammad (SAW) who never said anything without divine guidance as Allah himself has certified in the Quran. *"Nor does he speak from (his own) inclination. It is not but a revelation revealed"* (Surah An-Najm 3-4). What better way of dawah can there be, than to invite people through the Quran and Hadees themselves? Using these with wisdom, opens up a whole world of opportunity to a dae'e.

To facilitate the readers in choosing ayah from the Quran and Hadees, a selected collection of both are being given in this section.

Quran

Islam believes in the freedom of religion for all. The Quran clearly states this fact:
"No coercion in religion" (Al-Baqarah 256)

The Quran clearly states that if Allah had wanted, He would have imparted guidance to everyone.
"And if we had willed, We could have given every soul its guidance" (As-Sajda 13)

It is the Sunnah of Prophet Muhammad (SAW)
"Say: this is my way; I invite to God." (Yusuf 108)

Allah wants Muslims to invite others to His path in the best possible way.
"Invite to the path of your Lord with wisdom and good advice, and argue with them in a way that is better" (An-Nahl 125).

Dawah to Islam is, in fact, invitation to Jannah, the abode of peace.
"Those (unbelievers) invite to fire, and God invites to Paradise." (Al-Baqarah:221)
"And God invites to the abode of peace and guides those whom He pleases to the straight path." (Yunus 25)

Dawah is an invitation to the straight path.
"Indeed, you invite them to a straight path. (Al-Muminoon 73)

Allah has enjoined upon the Muslims to invite people towards goodness and to forbid them from doing wrong.
"Let there be a group of people among you who invite to goodness, enjoining what is right and forbidding what is wrong." (Aal-e-Imran 104)

It is a call to stop associating partners with Allah.
"Say: I was commanded to worship God, and not to associate anyone with Him. I invite and my return is to Him." (Ar-Ra'd 36)

Dawah to Islam is the best call in the world.
"Who is better in speech than the one who invites to God." (Ha Meem Sajdah 33)

Dawah is a way to warn people.
"This Quran has been revealed to me that I may therewith warn you and whomsoever it may reach" (Al-An'aam 18)

Prophet Muhammad (SAW) was the Messenger for all mankind. Dawah is the continuation of his work.
"Say (O Muhammad): O mankind! Verily, I am sent to you all as the messenger of Allah" (Al-A'raaf 158)

Dawah is gentleness.
"And by the Mercy of Allah, you dealt with them gently. And had you been severe and harsh-hearted, they would have broken away from about you; so pass over (their faults), and ask (Allah's) forgiveness for them; and consult them in the affairs" (Aal-e-Imran 159)
Dawah needs patience.

"So be patient. Verily, the Promise of Allah is true; and let not those who have no certainty of faith discourage you from conveying Allah's Message" (Ar-Room 60)

Quran is the message for all mankind.
"This (Quran) is a Message for mankind, in order that they may be warned thereby, and that they may know that He is the only One God, and that men of understanding may take heed." (Ibrahim 52)

Prophet Muhammad (SAW) is the ideal for the Muslims.
"Indeed, in the messenger of Allah you have a good example to follow for those who hope for (the Meeting with) Allah and the Last Day, and remembers Allah much" (Al-Ahzab 21)

Dawah is a call to all mankind to worship only the One who is their Creator.
"O mankind, worship your Lord, who created you and those before you, that you may become righteous" (Al-Baqarah 21-22)

Dawah is a call towards the One and only One Most Merciful God.
"And your god is One God. There is no deity [worthy of worship] except Him, the Entirely Merciful, the Especially Merciful." (Al-Baqarah 163)

Prophet Nooh (AS) also gave the same call to worship only One God.
"We had certainly sent Nooh (Noah) to his people, and he said, "O my people, worship Allah; you have no deity other than Him. Indeed, I fear for you the punishment of a tremendous day." (Al-A'raaf 59)

All Messengers called their people towards worshipping Allah alone.
"And We certainly sent into every nation a Messenger, [saying], "Worship Allah and avoid Taghut." (An-Nahl 36)
Allah has decreed that it is only He who is to be worshipped.

"And your Lord has decreed that you do not worship except Him" (Bani Israel 23)

Allah has ordered not to associate anyone with Him.
"Worship Allah and associate nothing with Him" (An Nisa 36)

Those who associate partners with Him, do not succeed.
"And whoever invokes besides Allah another deity for which he has no proof–then his account is only with his Lord. Indeed, the disbelievers will not succeed. (Al Muminoon 117)

Way of life other than Islam would not be accepted.
"And whoever desires other than Islam as religion–never will it be accepted from him, and he, in the Hereafter, will be among the losers." (Aal-e-Imran 85)

Messengers were sent to every nation.
"And for every nation is a Messenger" (Yunus 47)
"And for every people is a Guide" (Ar Ra'd 7)

To obey Allah, one has to obey the Prophet.
"He who obeys the Messenger has obeyed Allah" (An Nisa 80)

Mankind would have no argument against Allah on the Day of Judgement.
"(We sent) Messengers as bringers of good tidings and warner so that mankind will have no argument against Allah after the Messengers." (An Nisa 165)

In the beginning all mankind were on the true path of life.
"Mankind was (of) one religion (before their deviation)" (Al-Baqarah 213)

Allah had promised to send Messengers and had given glad tiding for their followers.
"O children of Adam, if there come to you Messengers from among you relating to you My verses, then whoever fears Allah and reforms–there will be no fear concerning them, nor will they grieve." (Al-A'raaf 35)

There is no doubt that Quran is from Almighty Allah:
"(This is) the revelation of the Book about which there is no doubt from the Lord of the worlds" (As Sajdah 2)

Quran confirms the revelation of the previous divine books.
"He has sent down upon you, [O Muhammad], the Book in truth, confirming what was before it. And He revealed the Torah and the Gospel" (Aal-e-Imran 3)

Quran is the cure for the diseases of the heart.
"O mankind, there has come to you, instruction from your Lord and healing for what is in the breasts and guidance and mercy for the believers» (Yunus 57)

Those who deny the Day of Judgement, have all their deeds wiped out.
"Those who denied Our signs and the meeting of the Hereafter–their deeds have become worthless. Are they recompensed except for what they used to do?" (Al-A'raaf 147)

Day of Resurrection is not something to be astonished.
And if you are astonished, (O Muhammad)–then astonishing is their saying, "When we are dust, will we indeed be [brought] into a new creation?" Those are the ones who have disbelieved in their Lord, and those will have shackles upon their necks, and those are the companions of the Fire; they will abide therein eternally. (Ar Ra'd 5)
"And the disbeliever says, "When I have died, am I going to be brought forth alive? Does man not remember that We created him before, while he was nothing? (Maryam 66-67)

When Allah created man the first time, He can bring him back to life again.
"Man says, "Who will give life to bones while they are disintegrated? Does man not remember that We created him before, while he was nothing?" (Ya Seen 78-79)

Bringing back human beings alive on the Day of Resurrection is easy for Allah.
"Does man think that he will be left neglected? Had he not been a sperm from semen emitted? Then he was a clinging clot, and (Allah) created [his form] and proportioned [him]. And made of him two mates, the male and the female. Is not that [Creator] Able to give life to the dead?" (Al Qiyamah 36-40)

The Day of Judgement is a certainty.
"And We have not created the heavens and earth and that between them except in truth. And indeed, the Hour is coming" (Al Hijr 85)

We will have to account for all our organs as well.
"Indeed, the hearing, the sight and the heart–about all those (one) will be questioned." (Bani Israel 36)

On the Day of Judgement man will run away even from his close ones.
"But when there comes the Deafening Blast, on the day a man will flee from his brother, and his mother and his father, and his wife and his children. For every man, that day, will be a matter adequate for him." (Abasa 33-37)

Man has been created as the vicegerent of Allah on this earth.
"And it is He who has made you successors upon the earth and has raised some of you above others in degrees [of rank] that He may try you through what He has given you." (Al-An'aam 165)
"Indeed, I will make upon the earth a successive authority" (Al-Baqarah 30)

All human beings have been created equal.
"O mankind, indeed, We have created you from male and female and made you peoples and tribes that you may know one another. Indeed, the most noble of you in the sight of Allah is the most righteous of you." (Al Hujuraat 13)

Allah has ordered us to be kind to our parents.
"Your Lord has decreed: Do not worship any but Him; Be good to your parents; and should both or any one of them attain old age with you, do not say to them even "fie" neither chide them, but speak to them with respect, and be humble and tender to them and say: "Lord, show mercy to them as they nurtured me when I was small." (Bani Israel 23-24)

Allah has ordered us to do justice, even to our enemies.
"And do not let the hatred of a people prevent you from being just. Be just; that is nearer to righteousness." (Al Ma'ida 8)

It is the duty of Muslims to enjoin good and forbid evil.
"You are the best nation produced [as an example] for mankind. You enjoin what is right and forbid what is wrong and believe in Allah" (Aal-e-Imran 110)

Allah has ordered us to do justice to all.
"And when you judge between *people to judge with justice."* (An Nisa 85)
"Indeed, Allah orders justice and good conduct" (An-Nahl 90)

Allah has ordered us not to ridicule people.
"O you who have believed, let not a people ridicule (another) people; perhaps they may be better than them; nor let women ridicule (other) women."

It is forbidden to cheat people, while doing business with them.
"And give full measure when you measure, and weigh with an even balance. That is the best [way] and best in result." (Bani Israel 35)

Alcohol is prohibited.
"O you who have believe, indeed, intoxicants, gambling, [sacrificing on] stone alters [to other than Allah], and divining arrows are but defilement from the work of Satan, so avoid it that you may be successful." (Al Ma'ida 90)

Sanctity of human life.
"Whoever kills a soul unless for a soul or for corruption [done] in the land–it is as if he had slain mankind entirely. And whoever saves one–it is as if he had saved mankind entirely." (Al Ma'ida 32)
"And do not kill the soul which Allah has forbidden, except by right. And whoever is killed unjustly–We have given his heir authority but let him not exceed limits in [the matter of taking life. Indeed, he has been supported [by the law]." (Bani Israel 33)

Adultery and Fornication is prohibited.
"And do not approach unlawful sexual intercourse. Indeed, it is ever an immorality and is evil as a way." (Bani Israel 32)

All corruption and chaos in this world is because of our ill-deeds.
"Corruption has appeared throughout the land and sea by [reason of] what the hands of people have earned so He may let them taste part of [the consequence of] what they have done that perhaps they will return [to righteousness]. (Ar-Room 41)

Hadees

Dawah is the duty of all Muslims, not just of Alims.
"Convey from me even if it is (only) one ayah." (Bukhari 3461)

Those present should convey to those not present.
"Let one present inform those who are absent; perhaps one present will inform another who understands better than him." (Bukhari 67)

Calling people towards Allah is a virtuous deed, which brings great reward.
"Whoever calls others to guidance will have a reward like the rewards of those who follow him, without that detracting from their reward in any way. And whoever calls others to misguidance will have a burden of sin like the burden of those who follow him, without that detracting from their burden in any way." (Muslim 2674)

Dawah is the only way to success.
"If Allah guides a person through you, it is better for you than all that is on the earth." (Bukhari 2783)

Human life has been made sacred.
"Verily, your lives, your property, and your reputations have been made sacred to you" (Bukhari 105)

A day will come when Islam will reach every corner of the world.
"No house of brick, nor fur, will remain upon the face of the earth but that Allah will cause the message of Islam to enter it, by which the honourable will be honoured, and the disgraceful will be disgraced." (Musnad Ahmad 23302)

Only Allah can give guidance.
"It is not upon you to guide them, for Allah guides whom he wills. (Abi Hatem 2853)

Allah sent the Prophet to perfect good deeds.
"Verily, Allah has sent me with the perfection of noble morals and completion of good deeds." (Al Mujam Al Awsat 7073)

Speak truth without fear.
"Let not fear of the people prevent one of you from saying the truth, if he knows it." (Musnad Ahmad 11459)

The Day of Resurrection is very, very close.
"I have been sent as close to the Hour as these two," and he held up his two fingers together." (Bukhari 6138)

We Muslims, send blessings upon all Prophets.
"Send blessings upon the Prophets and Messenger of Allah. Verily, Allah has sent them just as he has sent me." (Shua'b Al Iman 119)

Prophet did not have the power to save even his relatives.
"O Fatima, daughter of Muhammad! O Safiya, daughter of Abdul Muttalib! O sons of Abdul Muttalib! I have no power at all to protect you from Allah. Ask me for some of my property, as you wish." (Muslim 205)
Religion of Islam is firm and solid.

"Verily, this religion is firmly solid, so study its depths with gentleness." (Musnad Ahmad 27318)

Guiding to good is rewarded, like the one who did it.
"Whoever guides someone to goodness will have a reward like one who did it." (Muslim 1893)

Prophet was sent to teach good character.
"Verily, I have only been sent to perfect righteous character." (Musnad Ahmad 8729)

Righteous people will always keep rising to save the religion.
Verily, Allah will raise up in this nation at the beginning of every century someone who will renew their religion." (Abu Daud 4291)

Every intoxicant is forbidden.
"Every intoxicant is unlawful." (Muslim 1733)

Prophet was sent to warn of divine punishment.
"Verily, I have been sent to warn you of a severe punishment before you." (Al Tirmidhi 3363)

Islam is built on five pillars.
"Islam is built upon five: to worship Allah and to disbelieve in what is worshipped besides him, to establish prayer, to give charity, to perform Hajj pilgrimage to the house, and to fast the month of Ramadan." (Bukhari 8)

Jannah is guaranteed for those with good character.
"I guarantee a house on the outskirts of Paradise for one who leaves arguments even if he is right, and a house in the middle of Paradise for one who abandons lies even when joking, and a house in the highest part of Paradise for one who makes his character excellent." (Abu Daud 4800)

Prophet was sent as a mercy to the world.
"Verily, I was not sent to invoke curses, but rather I was only sent as mercy." (Muslim 2599)

The Prophet commanded to spread peace.
Abu Umamah reported: Our Prophet, peace and blessings be upon him, commanded us to spread peace. (Ibn Majah 3693)

Believers are kind to their family.
"Verily, the most complete of believers in faith are those with the best character and who are most kind to their families." (Al Tirmidhi 2612)

Stay away from oppression.
Fear the supplication of the oppressed, for there is no barrier between it and Allah. (Bukhari 4090)

Addendum IV

Books on Dawah and for Generating Content

- *Islam, Its Beauty & Wisdom* by Gohar Mushtaq
- *Towards Understanding Islam* by Abul Ala Maududi
- *The True Religion of God* by Bilal Philips
- *A Guide to Moral Rectitude* by Board of Islamic Publication
- *Dawah or Destruction* by Faisal Fahim
- *Islam the Misunderstood Religion* by Muhammad Qutb
- *The Qur'an and Modern Science* by Dr. Maurice Bucaille
- *The Position of Woman in Islam* by Nuzhat Afza & Prof. Khurshid Ahmad
- *An Introduction to the Qur'an* by Dr. Mazhar U. Kazi
- *The Road to Peace and Salvation* by Sayyid Abul A'la Maududi
- *An Introduction to Understanding the Qur'an* by Sayyid Abul A'la Maududi
- *The Islamic Way of Life* by Sayyid Abul A'la Maududi
- *How to invite people to Allah* by Dr. Muhammad Adb Al-Rahman Al-Arifi
- *Dawah and other Religions* by Matthew J. Kuiper
- *Dawah Training: Dialogue with a Non-Muslim* by Dr Fazal Rahman
- *Da'wah–A Theological Response to Global Disorder* by Muhammad Inam Al-Haqq
- *A Short History of the Revivalist Movement in Islam* by Sayyid Abul A'la Maududi
- *Inviting to Islam* by Sayyid Jalaluddin Umari
- *The Reality of Unity of Religions* by Mohammad Iqbal Mullah

- *The Clear Quran* by Dr Mustafa Khattab
- *The 40 Hadith of Imam* Al-Nawawi
- *Bulugh al-Maram*
- *Riyad as-Salehin*

Important Websites on Dawah

- www.islamsabkeliye.com
- www.islamdharma.org
- www.road2islam.in
- www.quraninhindi.com
- www.sunnah.com
- www.alim.org
- www.islam-hinduism.com
- www.islamforchristians.com
- www.islamawareness.net
- www.allahsword.com
- www.islamreligion.com
- www.islam-guide.com
- www.islamqa.info
- www.islamicpamphlets.com
- www.justdawah.org/resources/training-material
- www.muslim-library.com
- www.islamicbook.ws